

Enterprise M3 Board Meeting
26 July 2018
Communications Activity – Item 13

Enterprise M3 Board is asked to:

NOTE: The progress made in engaging with key partners around EM3 Activity.

NOTE: A verbal update on several forthcoming activities will be given by the EM3 Chair in his report to the board.

1. Context

- 1.1 A series of announcements and forthcoming events have raised the importance of a systematic and comprehensive approach to how EM3 communicates its key messages. Events and announcements include the following:-
- Annual Report and AGM
 - Local Industrial Strategy
 - The Local Enterprise Partnership Government Review
 - The Annual Conversation with Government
- 1.2 In order to raise our profile, we are embarking on a range of strategic activities with important and influential figures in Government and Business to communicate our ambitions and achievements more widely.
- 1.3 In our 2018 Business Plan we have set ourselves the high-level Aim 3 – ‘Engaging meaningfully with our stakeholders, particularly with the business community’. This includes the following objectives by which to measure our success:-
- Stakeholder engagement strategy developed, being implemented, and taken to the EM3 Board in September 2018
 - Further strengthen our network of senior government officials that we engage with regularly and meetings held with all MPs in the Enterprise M3 area.
- 1.4 Sue Littlemore has taken on the role as Head of Higher Education & Partnerships to showcase our work with partners. Since May there have been a number of significant achievements:
- **Meetings with MPs**
- 1.5 Our area has 18 MPs, 5 of which hold Cabinet Posts and 4 are Ministers. In the past two months our Chair and Chief Executive have held meetings with 3 Secretaries of State: Jeremy Hunt, Michael Gove and Damien Hinds.
- 1.6 A meeting is being arranged with Anne Milton MP for Guildford and Skills minister. Leo Docherty MP for Farnborough is a guest at our VIP event at the Farnborough International Airshow.
- 1.7 The EM3 Chair has attended the Council for LEP Chairs which was chaired by the Prime Minister at No 10.

1.8 These meetings have been opportunities to present the key messages from our Strategic Economic Plan (SEP) and, in particular, how they relate to the delivery of the Industrial Strategy and our success in delivery as set out in our Annual Report. As appropriate, we have asked MPs to support and champion our work and have been encouraged by their responses. The Board will be updated verbally.

- **EM3 Senior Sponsor & other engagement with senior officials**

1.9 Isobel Stephen, the Housing Supply Director at the Ministry of Housing, Communities and Local Government has been appointed by the Cabinet Secretary, Jeremy Heywood, as Enterprise M3's "Senior Sponsor". Her role is to get to know us, our region, the work we are doing and help us feedback effectively into Government. She makes her first visit to the region on the 25th July, the Board will be updated verbally.

1.10 A meeting is to be held with David Clinton of the Cities and Local Growth Unit to share essential messages from our SEP and receive some guidance on the direction of travel for the Local Industrial Strategies. The Board will be updated verbally.

- **Business Engagement**

1.11 Our Farnborough VIP event, in partnership with HCC & RBC, was strategically planned to extend our business engagement at a senior level with companies that are influential and /or important to our growth ambitions and strategic plan. Sectors represented include: aerospace; satellite; creative digital and connected transport. Several senior members of DIT were introduced thanks to Mike Short. The team was briefed to share key messages about our offer to businesses and we will be following up to make sure the contacts and relationships forged at this event are sustained. The Board will be verbally updated on the outcome of this event.

1.12 Together with the Growth Hub and BEIS, we arranged a roundtable discussion on productivity which was attended by more than a dozen businesses whose bases ranged from Guildford to the New Forest. Skills shortages were cited as one of the key obstacles to improving productivity. The feedback on the event was very positive, not least for the opportunity to network. The Growth Hub's communications officer was also there to communicate key messages.

1.13 EM3 will prepare a calendar of our proposed activities and will present a report on our activities in line with that calendar as a standing item on the EM3 Board Agenda.

2. Communications Support

2.1 In line with the findings of our Organisation Review we have issued a tender for six months for an organisation to provide a full range of support including;

- To further develop EM3 key messages about our ambitions and abilities to achieve our economic objectives; and to recommend & implement actions that will deliver those messages, at the right time and to the right audiences.
- To make recommendations and actions so that our key partners can speak with one voice to deliver key messages that are instantly recognised and associated with EM3
- To make recommendations for and implement the use of a range of social media channels as part of presenting EM3 as a forward looking organisation.

We anticipate having this organization in post in position by September 2018.

Sue Littlemore
EM3 Head of Higher Education & Partnerships