

Enterprise M3 Board Meeting

29 November 2018

Communications - Item 5

Enterprise M3 Board is asked to:

NOTE: Progress in developing a Communications Strategy and its Implementation

AGREE: An update to the Enterprise M3 strapline and brand

1. Background

- 1.1 Following the Government's release of the Industrial Strategy, White Label Creative were awarded a communications contract to run from August 20 2018 until February 28 2019 to develop and promote the Enterprise M3 brand by recommending, devising and implementing a Communications Strategy which would:
- Raise Enterprise M3's profile locally, nationally and internationally to a broad range of target markets as a successful deliverer of partnership-driven economic growth
 - Position the LEP as a key implementer of the government's Industrial Strategy, future-proofing the region's economy by exceeding expectations in the delivery of initiatives and strategies which meet its Big Challenges.
- 1.2 Deliverables achieved to date have included the launch of a newsletter to targeted audiences, PR, social media posts and updating news on the Enterprise M3 and LEP network websites in addition to the design and production of the SEP. A Communications Protocol has also been produced establishing a process for external comms and suggested benchmarking against other LEPs.

2. Proposed Approach

- 2.1 A revised Strapline, Key Messages and updated 'look and feel' has been developed for Enterprise M3 and will be presented at the board meeting. A draft proposal is attached for discussion. Subject to Board agreement, it is intended that the changes will be adopted as soon as possible ready for the production of the Annual Report for launch at the 2019 Annual General Meeting in June.
- 2.2 A Communications Strategy has been produced, covering industry analysis, target markets and methods of reach with the following recommendations:
- The development of an improved website which aligns with the key messages, is easily kept up to date and provides an easy-to-use customer journey and experience
 - The dissemination of monthly e-bulletins ensuring regular touchpoints with key target markets and individuals
 - Positioning of Enterprise M3 as a thought-leader in delivering against the Industrial Strategy by attending key industry events and positioning its Chair, Board Members and chief executive as speakers on relevant panel debates, alongside key industry and political players

- Using material generated by debates above to generate PR for relevant publications and government blogs/newsletters/social media
- Proactively generating events (eg: conference and/or sector specific industry seminars) to create opportunities for ministerial and government bodies involvement and associated PR
- Using White Paper research such as Energy Strategy/Life Sciences Report, etc to generate inbound content marketing opportunities via PR, social media, blogs, speaker opportunities, etc

2.3 The following specific opportunities have been recommended with a two-phase implementation – short-term ‘quick wins’ and longer-term positioning.

2.4 Phase 1: (short-term ‘quick wins’)

- To generate PR and social media opportunities from existing initiatives such as the release of Enterprise M3’s Mobility Strategy and the Tri-LEP Energy Report.
- To leverage the development of Enterprise M3’s emerging Industrial Strategy to implement the strategy above relating to self-generated events through creating niche seminars which can engage businesses, create speaker opportunities for high-profile government and industry figures and produce content-rich PR and material for online blogs/social media.

2.5 Phase 2: (longer term opportunities)

- Aerospace Sector Deal; there is the potential for the government’s Sector Deal for Aerospace to be launched in the M3 region; work should commence on lobbying and arranging for this as soon as possible
- Annual Enterprise M3 Conference: to focus on the innovation & tech sectors. Conference to align with employer panels being developed as part of LIS. Work to commence as soon as possible to consider focus, purpose and timing.
- Connect with existing industry events and conferences, both in the UK by attending/sponsoring/exhibiting and participating in panel debates alongside key industry and political players

3. Conclusion/Recommendation

3.1 Members are asked to agree the updates to the Strapline, Key Messages and updated ‘look and feel’ in the attached report. They will continue to be updated on the progress of the Communications Strategy and asked to review any implications from Enterprise M3’s potential involvement in longer term opportunities.

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Date paper written: 13 November 2018

DELIVERING PROSPERITY THROUGH INNOVATION

Solving the Grand Challenges



£39BN EXTRA GVA
OVER 12 YEARS

enterprise **m3**

OVERVIEW

Enterprise M3 needs to develop a clear identity and profile, based around a consistent narrative and set of key messages promoting its USPs.

White Label is recommending it does this by basing its key themes around its Five Core Strengths, aligning its principles of prosperity (as expressed in the SEP) with the government's Industrial Strategy and Grand Challenges.

The intention is to position Enterprise M3 as a key deliverer of results against the Industrial Strategy's objectives, and specifically as a provider of solutions to two of the key Grand Challenges (Clean Growth and AI, Digital & Data).

STRAPLINE

To achieve the above, White Label is recommending adjusting Enterprise M3's current strapline to bring it more in line with the LEP's core prosperity stimulant of the knowledge-based economy, focusing on 'delivery' rather than enabling or driving.

The recommendation is:

enterprise **m3**
Delivering prosperity through innovation

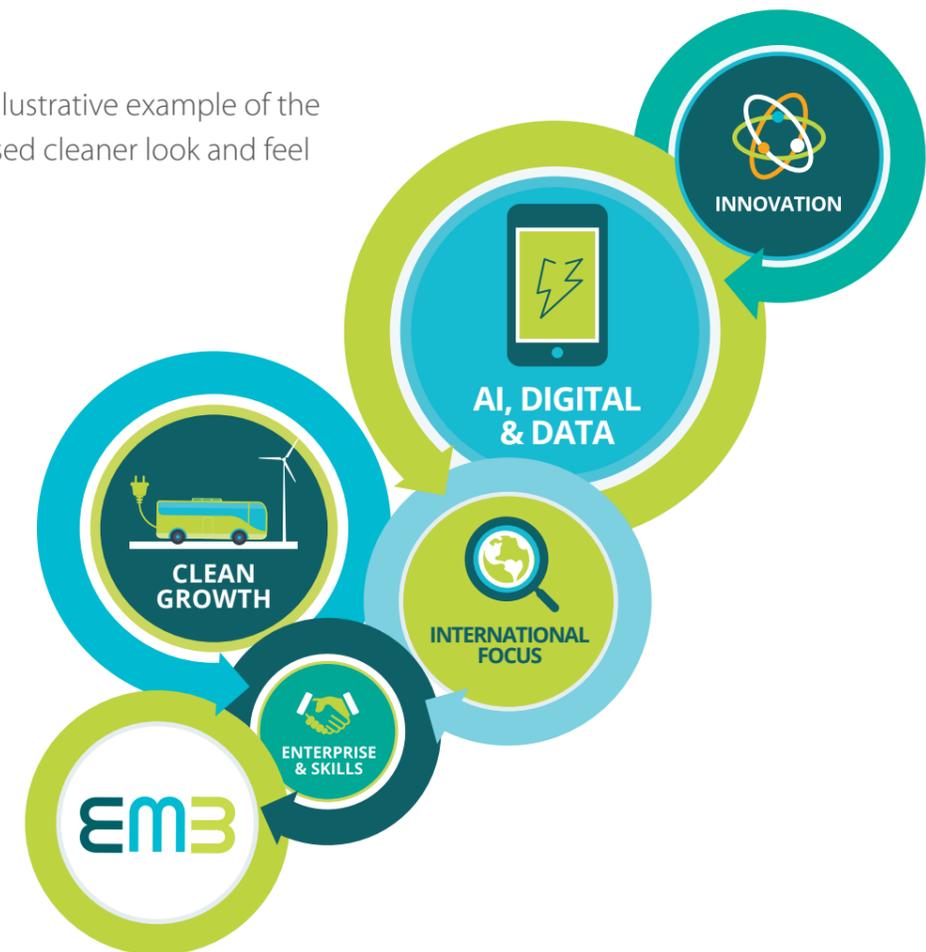
This was our preferred option as it provides a firm focus on delivery, picks up the ideas/innovation concept from the Five Foundations of Productivity and implies a solution-based innovative approach to problem-solving the Big Challenges (eg: future-proofing the region).

BRAND

In addition, we are proposing an evolution of Enterprise M3's 'look and feel' which maintains its existing heritage and position (as the LEP already has a strong, recognisable brand) but adapts its cogs to a more modern and inclusive 'wheel' and identifies each of the colours in its core palette which each of its Five Core Strengths



An illustrative example of the revised cleaner look and feel



CORE STRENGTHS

Enterprise M3's core strengths have been identified as follows:



INNOVATION

AI, DIGITAL & DATA

CLEAN GROWTH

INTERNATIONAL FOCUS

ENTERPRISE & SKILLS

KEY MESSAGES

- Enterprise M3 is a globally competitive region, unique for its knowledge, digital and design based economy.
- It is the fifth largest economy in the UK with an ambition to grow faster – adding £39bn of GVA to the UK economy over the next 12 years.
- The Enterprise M3 LEP will support the delivery of solutions to the government's Grand Challenges through harnessing the region's core strengths of innovation, enterprise and international accessibility.

KEY WORDS (TONE OF VOICE)

As a partnership across the private and public sectors, it is important to be guided by a common set of values and personality which set a benchmark for the way EM3 works. Frequent words to use which are inspirational yet achievable:

- **Innovative** - Entrepreneurial, enterprising, strategic
- **Ambitious** - Leading, forward-thinking, aspirational
- **Collaborative** - Coordinated, cross-sector, aligning
- **Inclusive** - Enabling, supportive, accessible
- **Independent** - Impartial, objective, credible
- **Commercial** - business-led, private-sector culture

NARRATIVE

As we face a time of unprecedented economic change, powered by emerging technology, the Enterprise M3 region is extraordinarily well-placed to deliver this new industrial revolution.

We are an open, enterprising economy, built on invention, innovation and competition. A globally competitive region, unique for our knowledge, digital and design based economy, we have already attracted the highest number of foreign owned firms of any LEP outside of London.

Our universities and research institutions are among the best in the world. We have a deserved reputation for being a dependable and confident place to do business, with high standards, respected institutions, and an unrivalled quality of life.

Already the fifth largest economy in the UK with leading business sectors focused around the technological innovation needed to solve the Grand Challenges of tomorrow, our ambition is to grow faster – adding £39bn of GVA to the UK economy over the next 12 years.

The Enterprise M3 LEP is determined that our region will become a world leader in delivering this new industrial revolution. Our Economic Plan and emerging Industrial Strategy sets out our vision for the future economy and our strategies to boost the productivity, prosperity and quality of life for our region.

APPENDIX:

Detailed key messages supporting Core Strengths



INNOVATION - technologically advanced

- EM3 combines world class R&D with globally significant corporates and innovative SMEs. The EM3 region is home to some of the world's most innovative companies across a range of technologies, including:
 - The 5G Innovation Centre - the largest open innovation centre for 5G development in the world, recognised by the G7 nations – is centred in EM3.
 - The UK's most significant cluster of internationally significant defence and aerospace companies, including some of the world's largest firms such as BAE Systems, and QinetiQ, Boeing Defence, Lockheed Martin UK, and Airbus Defence and Space.
 - The largest cluster of games companies outside London, including EA Games, Hello Games, Lionhead, Criterion, and Figment Productions.



AI, DIGITAL & DATA ECONOMY

- putting the UK at the forefront of the artificial intelligence and data revolution

- Building a world class digital infrastructure and developing Europe's first 5G region, building on the work of the 5G Innovation Centre to exploit international opportunities in key sectors including space, aerospace and defence, health and ageing society and financial services.
- Supporting the development of several nationally significant innovation centres linked to sectoral strengths including cybersecurity at Royal Holloway, gaming in Guildford, and aerospace and space at Surrey Science Park, the University of Surrey.
- Supporting the application of gaming digital technology to other sectors.
- Fusing world-class digital technologies with Med Tech enterprises to generate a specialist offer for the region's life sciences cluster (200 life sciences companies including 90 med tech firms).
- EM3 will develop the fibre spine of broadband and mobile infrastructure to create a world class digital support system that will attract investment to the area. (Pilot beginning in Spelthorne).
- The Superfast Surrey Broadband Programme, the first of its kind in the UK, supports business. And all new developments are to be planned with high broadband speeds in mind from the start.
- Using AI to leverage our health data to improve health and social care outcomes and UK leadership in life sciences
- Supporting enterprise and innovation for scaling up high productivity SMEs through our Growth Hub; innovation accelerator partners (eg: SetSquare) and Innovation South



CLEAN GROWTH - maximising the advantages for UK industry from the global shift to clean growth

Combining innovation with pragmatism in our New Mobility Strategy to deliver against our Clean Growth ambitions with tactics which include:

- how 5G diagnostic equipment could be used at home rather than the user travelling to a hospital which would create a transport solution as well as improve care
- Using technology to predict congestion in order to tackle the Guildford transport network unreliability
- Installing more electric car points at petrol stations, shopping centres and supermarket car parks, as well as large business car parks.
- Advancing a Greater South East Energy Hub for delivery of new energy infrastructure. The ambition is to build sustainable energy generation, storage and distribution systems.



INTERNATIONAL FOCUS - internationally accessible

- Exports are one of the LEP's strongest assets, representing £14.6bn worth of goods in 2015. Almost 60% of these goods go to non-EU countries, especially USA and China.
- EM3 attracts the highest number of foreign owned firms of any Local Enterprise Partnership (LEP) outside of London. Major employers include BaE, Gulfstream, BP, GAME, Fujitsu, British Gas, Eli Lilly Company
- It is perfectly located for global markets – sitting at the heart of a transportation hub which includes London's main airports, motors and the ports of Southampton and Portsmouth.



ENTERPRISE AND SKILLS - talented and productive

- Enterprise M3 contributes 2.9% of the UK's annual economic output and has the fourth highest GVA per head of population in the country
- Entrepreneurial and innovative, the region has 4.5 businesses per 100 residents (21% higher than the national average)
- Productivity levels have grown since the recession and are above the UK rate (£37 GVA per hour compared to UK average of £32 ph)
- It is a low unemployment, talent-led, high skills area. More of our residents (43.5%) have NVQ 4+ skills higher than the national average (37.9%) while the proportion of residents in managerial and technical positions also beats the national average (54.4% v 45.8%)