



## **Enterprise M3 Board Meeting**

**22 May 2019**

### **Strategic Communications – Item 7**

**Board Members are asked to note** progress in the development and implementation of a Strategic Communications Plan, including preparation of the Annual Report 18/19 and the Annual General Meeting.

#### **1. INTRODUCTION**

- 1.1. Enterprise M3 is one of the highest performing LEPs in England working in one of the highest performing economic regions of the UK. In the last year we have helped create or protect more than sixteen hundred jobs, supported development for nine hundred homes, and the growth of more than two hundred high potential SMEs. We are one of the UK's most popular destinations for graduate workers, have more scale up companies than any LEP area outside of London, and companies in our wider region exported twenty-six and a half billion worth of goods last year.
- 1.2. We have a powerful story to tell. The purpose of this paper is to highlight some of the current ways we are doing that.

#### **2. ACTIONS**

##### **The Enterprise M3 “story grid”**

- 2.1. An Enterprise M3 Marketing and Communications Plan is being developed with our communications consultants Whitelabel.
- 2.2. Rather like the “story grid” used by political parties, this sets out events in the coming year which are opportunities to promote and raise awareness of Enterprise M3. They will be matched to the audiences we want to reach and to the key messages we want to communicate. The grid will be constantly updated as new opportunities arise.
- 2.3. We want the whole team to feel involved and engaged in maintaining the “news grid”. To encourage this, Whitelabel are planning a series of staff workshops to encourage and develop wider awareness of opportunities for promoting the LEP.

##### **Annual report 2018/19**

- 2.4. There are excellent results and successes to be showcased in this year's annual report. These include the impressive impact of our investment in projects delivering jobs, housing and new office space; the performance of our Enterprise Zones and our focus on priority areas of digital and clean growth. Our Careers and Enterprise Company team has quadrupled the number of business people helping young people connect with the work place, and our Growth Hub has played a leading role providing Government with high quality business intelligence on the impact of Brexit.
- 2.5. New features include a “Working with Business” section which will map some of our larger companies and contain case studies of some of our close business partners.
- 2.6. As part of our strategic messaging we have identified seven priority areas: AI & digital; Clean growth; Innovation; Enterprise; Exports; Places; Skills.

- 2.7. These themes will run throughout our Annual Report, and across our new website (to be launched in June) ensuring all our communication channels work together and messages are consistent.

### **Annual General Meeting**

- 2.8. This takes place on the 21<sup>st</sup> June 2019 at the Farnborough International Exhibition Centre. We are delighted Professor Dame Wendy Hall, from the University of Southampton and co-author of the influential report for Govt. on the commercial potential of AI, has agreed to be our guest speaker.
- 2.9. We are also planning a session on our Local Industrial Strategy and will be presenting a preview of the document which will be an update on our progress; reveal new evidence findings so far and set out plans for consultation with business, employer and other external partners.
- 2.10. Our AGM has an important role in the Government's new Assurance Framework for LEPs. In line with that, the invitation was published on our current website six weeks ahead of the meeting. Both the Chair and the Chief Executive will present details of the LEP's performance over the last year, and, importantly there will be an opportunity for members of the audience to put questions to the Chair and other members of the Board.
- 2.11. We are pleased to be working with the Hampshire Chamber of Commerce to organise the event.
- 2.12. To date just over one hundred people have already registered. Our original target of 130 attendees is likely to be reviewed to reflect the high levels of early interest in the event.

### **3. CONCLUSION**

- 3.1. These actions demonstrate we are making excellent progress to improving the promotion and recognition of the LEP; and ensuring our communications are systematic and consistent.

**Sue Littlemore**  
**Head of Partnerships and Higher Education**  
**13 May 2019**