

HotSW's Business & Stakeholder Engagement Plan for 2016 / 17

The LEP has four key audiences: Businesses (inc. Social Enterprises), Central Government, Local Government & Investors.

Other key partners and stakeholders include: 19 Local Authorities (2 Unitary, 2 County, 13 Districts and 2 National Parks), 9

Colleges, 4 Universities, a wide variety of key business groups, and a broad base of other important stakeholders and funders.

NB. we will work with key business groups to engage with business and where practical "piggy back" with their activities.

Open Audience

1. Website and Social Media.
2. Monthly Newsletter.
3. LEP literature.
4. LEP's Annual Conference (& AGM) usually in October.
5. New Growth Hub service, inc. ERDF projects.
6. Growth Hub Partner Events - supported by core team.
7. "Partner Matching" database on website (live March 16).
8. Pilot "Business Cafes" during March and April 2016.
9. "LEP Conversations" - open meetings for the business community and other stakeholders, usually quarterly.
10. Annual survey and feedback (Main survey).
11. Survey "Light" every six months or as needed (see above).
12. FAQs on website and with feedback loop.
13. ERDF & ESF roadshows - as agreed.
14. "Volunteers" to support our Task & Finish / Groups etc.
15. Media activity, based upon the LEPs projects.
16. Events run by the Leadership Groups and others e.g. Inward Investment, Skills, Housing and New Nuclear.
17. Use of technology / distributed engagement - including Webinars & videos - where appropriate.
18. Specific speaker and meeting attendance - as agreed.

Targeted Audience

1. Board Meetings, with Agenda and Minutes on website.
2. Board Members supported to engage with their targeted constituencies e.g. based on the work around Devolution.
3. The three Leadership Groups; supported by SIGs and related groups, and sharing information via the Website and Newsletter.
4. Working with the Local Transport Board on priorities for our area.
5. Regular engagement with the four "top tier" LAs by the Management Team & through the Board.
6. Ongoing and strategic Parliamentary & Ministerial engagement.
7. Regular engagement with the fifteen Districts, including Annual review meetings.
8. "Business Leadership Meetings" - theme based meetings with senior business leaders engaging with the Board / LEP, as needed.
9. Regular engagement with our Colleges & Universities.
10. Ongoing and strategic Inward Investment activities.
11. Theme based e-alerts to targeted partners as required.
12. Cluster led activities around our transformational opportunities.
13. Regular & targeted activities with other partners and stakeholders.
14. Ongoing and strategic engagement with funders.
15. Regular and targeted activities with the key business and related groups.
16. Cross - LEP working on strategic projects and issues.