



GBSLEP Communications and Stakeholder Engagement Plan 2021/22 (WORKING PLAN)

NB – Due to the ongoing LEP review by Government, a reactive communications approach has been adopted for elevate the role and impact of GBSLEP, whilst working towards the objectives set out in the communications and stakeholder engagement strategy.

A refreshed strategy and working plan will be created after the outcome of the LEP Review in 2022 which is expected as part of the Levelling Up White Paper.

Plan revisited and revised in December 2021

	Key Aims
1	Increase the influence of GBSLEP by motivating stakeholders to engage on key issues and opportunities.
2	Build trust in GBSLEP, principally around ability to deliver with impact, between the LEP and its stakeholders.
3	Create greater awareness of GBSLEP Growth Hub's offering.
4	Use the expertise and networks of Board Directors and Senior Executive Officers to increase the influence and credibility of GBSLEP.
5	Demonstrate the impact of GBSLEP'S work and investments through the voices of those who have benefited from interventions and investments.

6	Make better use of LEP data and research to build relationships with view to elevating GBSLEP's reputation.
7	Continue to build brand awareness.
8	Position GBSLEP as thought leaders in economic development.
	Key Messaging
A	GBSLEP exists to drive forward inclusive and sustainable economic growth, creating jobs, improving skills levels and raising the quality of life for residents.
B	GBSLEP has a unique triple helix structure bringing together the public, private, and academic sectors to make informed decisions underpinned by local insight. No other agency does this.
C	GBSLEP is delivering inclusive economic growth through its Growth Programme and sector led delivery plans for businesses and residents in the region.
D	GBSLEP is well equipped to aid Government's ambitions for levelling up and clean growth in a post Covid 19 and post EU exit context.
E	The LEP is playing a critical role in supporting key growth sectors as originally identified in the Local Industrial Strategy which has now transitioned to the Government's Plan for Growth.
F	GBSLEP works with our partners to enable meaningful change which works towards our vision of Greater Birmingham becoming a leading global city region and major driver in the UK economy.
G	Our region was amid a revival before Covid-19 – we can help it recover.

H	GBSLEP had helped revitalise and regenerate the region over the last 10 years since its inception.
I	We have locally led evidence and insight that can help inform decisions that drive inclusive economic growth.

Communications and Engagement Activities	Target Audience	Key Aims	Key Messaging	Frequency	Timescale for activities			
					Q1	Q2	Q3	Q4
BRANDING								
Continue to share brand guidelines document that was sent to all recipients of funds in 2019/20.	Beneficiaries & recipients of GBSLEP Funding.	1,2,7	A, B, C, H	Ongoing Updating as project communication develops and change.				

Issue branding guidelines for non-Growth Programme related partnerships and stakeholders.	Internal – sector leads and programme teams to cascade to beneficiaries of GBSLEP funding.	1,2,7	A, B, C, H	Q1 – Guidelines for all funded projects to be shared.				
INTERNAL								
Communications Calendar shared with Senior Management and sector teams.	Internal	N/A	N/A	Weekly				
Proactive planning of Communications with Sector Policy Leads and Programme teams.	Internal – sector leads and programme teams.	N/A	N/A	Q1 – information gathered and transferred to working calendar. Regular meetings to continue throughout the year.				
Publish Board meeting highlights	Internal stakeholders/employees via CEO briefings.			Ongoing in line with frequency of Board Meetings.				
EXTERNAL								
Increasing visibility of GBSLEP branding and contribution at project sites / in	Partners External Internal stakeholders Public	2,5,7	C, F, H	Ongoing				

project promotional materials									
Hosting topical events with stakeholders. Using events to launch new initiatives/funds.	Business Industry stakeholders Partners	1,3,4,5,6,7	A, B, C, D, E F, G, H, I	Ongoing					
Production of video case studies featuring beneficiaries to be shared across GBSLEP channels and at events	External and internal stakeholders Businesses Public Partners	2,3,4,5,6, 7,8	A, B, C, D E, F, G, H I	Ongoing – with an increase when running campaigns.					
Annual AGM and Annual conference	External stakeholders Partners Business	1,2,3,4, 5,6,7,8	A, B, C, D E, F, G, H I	Q3 – November					
Information and quotes into Partner Press Releases	External stakeholders Partners Beneficiaries Public Influencers (E.g., BROs MPs) Businesses	2,3,4,5,6 7	A, B, C, F, G, I	Ongoing					
GBSLEP speakers at economic development and business events	External stakeholders Partners Public Business	1, 2,3,4,6, 7,8	A, B, C, D, E, F, G, H, I	Ongoing – Aim for at least 2 a quarter					
Grow amount of GBSLEP stories	Media outlets Public	3, 4, 5, 7,	A, B, C, E, I	Ongoing – At least 4 per quarter					

covered by media publications								
Social media schedule – Elevate the voice of GBSLEP by sharing key achievements, interact with partners and amplify their achievements, share positive news and advocate for our region.	External stakeholders Internal stakeholders Partners Public Businesses Public	1,2,3,4,5,7,8	A, B, C, D, E, F, G, H, I	Ongoing – aim for 1 piece of content every day that reflects GBSLEP’s work or impact through partnerships.				
Update website content to ensure it is user friendly and communicating our delivery and impact.	External stakeholders Internal stakeholders Public Government Local businesses	2, 3, 5, 6, 7	A, B, C, D, E, F, H, I	Ongoing				
Review content on website to ensure appropriate logos are in place.	All external stakeholders Internal stakeholders Public Government Local businesses	7	N/A	Q2 – Instruct website designers Q3 – Publish changes				
Publish papers and report commissioned/co-commissioned by GBSLEP	External stakeholders Partners	1, 6, 7	A, F,	Ongoing – as reports are completed.				

Publish Board papers in line with National Assurance framework	External stakeholders Internal stakeholders Public Government Local businesses	2	A, B, C, D E, F, G, H, I	Ongoing in line with frequency of Board Meetings.				
PUBLIC AFFAIRS								
Secure MP visits and quotes in press releases	Local and National Government offices Media publications	1, 2, 3, 4, 7, 8	A, B, C, D, E, F, G, H, I	Ongoing – MHCLG (No LUHC) received a list of potential visits in Q1.				
Public Affairs engagement with key politicians, government departments and other decision makers	Government stakeholders (national, regional, and local).	1, 2, 3, 4, 7, 8	A, B, C, D, E, F, G, H, I	Ongoing - One correspondence per quarter with meetings in the following quarter.				
Tag MPs and Ministers into relevant social media content	Government stakeholders (national, regional, and local	1, 2, 3, 4, 7, 8	A, B, C, D, E, F, G, H, I	Ongoing - One correspondence per quarter with meetings in the following quarter.				
Develop a briefing session with key MPs and officers	Local MPs and civil servants	1, 2, 3, 4, 7, 8	A, B, C, D, E, F, G, H, I	Q2 – to hold first session Q4 – post LEP review session				
PUBLICATIONS								
Publish Delivery Plan 21/22	Partners Local and national Government MPs	1, 2, 3, 4, 5, 6, 7, 8	A, B, C, D E, F, G, H, I	Q1 –Delivering Our Future Together Brochure, impact, insights, and delivery 21/22 produced				

	Businesses			and published as part of LEP Review communications. #TripleHelix				
Annual Report	Partners Local and national Government MPs Businesses	1, 2, 3, 4, 5, 6, 7, 8	A, B, C, D E, F, G, H, I	Q1 – Gather information Q2 - Create content Q3 - Publish for distribution				
Newsletter	Internal and External stakeholders (all)	1, 2, 3, 4, 5, 6, 7, 8	A, B, C, D E, F, G, H, I	Monthly				
Increase newsletter subscriptions and maintain open rates at benchmark of 23%	Internal and External stakeholders (all)	N/A	N/A	Ongoing – Monthly				
Grow GBSLEP stakeholder database.	Internal and External stakeholders (all)	N/A	N/A	Ongoing				

EXTERNAL STAKEHOLDER GROUPS

Local Authority Leaders

Local Authority Chief Executives

Board Directors

Advisory Board Chairs

Higher Education and Further Education leaders - Vice Chancellors, Principals and senior teams

Mayor's office

Government Ministers (active stake)

MPs (active stake)

Senior civil servants (active stake)

Large-scale national or international organisations with substantial local or regional presence

Senior Civil Servants

Sector Representative Bodies (Local/Regional)

Business Representative Bodies (Local/Regional)

Combined Authority Senior Officers

Local Authority economic development teams

Business Improvement Districts

Government departments – account managers

Local Journalists

National Journalists

SME Businesses

Project partners

High growth potential businesses

Public

Community Groups

INTERNAL STAKEHOLDER GROUPS

All employees

DRAFT