Item 5 – Strategic Communications Update

WLEP BOARD RECOMMENDATION

- The WLEP board are asked to review the update on the WLEP conference and the communications and activity updates since the last board meeting.

5.1	**<u>2023 Worcestershire LEP Conference update</u>**	
5.1.1	The initial focus with the conference has been around securing the initial planning details, such as venue, Save the Date messaging and delivery suppliers.	
5.1.2	After a short quote process, two delivery partners have now been appointed to assist with delivering the 2023/2024 Conference event.	
5.1.3	These delivery partners are Herefordshire and Worcestershire Chamber of Commerce providing event management support and Mercian Events providing technical support.	
5.1.4	Save the Date messages have been issued out to key stakeholders and via the LEP senior management team's networks.	
5.1.5	Social Media messages for the Save the Date have also begun, with the purpose of generating interest and awareness of the event to the wider business community.	
5.1.6	Strategic messages will be delivered across social media throughout December and January to gather intelligence from the business community on the topics they would like to discuss at the conference.	
5.1.7	This intelligence will inform the decision-making process to ensure the conference attracts businesses to attend and engage with the LEP.	
5.1.8	More detail and confirmation around topics and speakers for the conference will be confirmed in January. This will allow a minimum of 6 weeks' worth of promotions to attract a wider audience.	
5.1.9	Target lists for the physical audience are also being generated working closely with the LEP senior management team and Worcestershire Growth Hub.	
5.1.10	Invitations for the targeted physical audience will be issued out W/C 11th December.	
5.2	**<u>Strategic Communications and Activity Updates</u>**	
5.2.1	Since the last WLEP Board meeting there have been a series of communications updates to make the board aware of.	

5.2.2	The Worcestershire Apprenticeships Awards took place on Thursday 16 November. Over 300 attended including apprentices, employers, training providers, schools and apprentice ambassadors. Press and social media activity has been delivered to promote the awards evening.	
5.2.3	The LEP worked with the County Council to deliver activity for Tomorrow's Engineers Week, in early November. The week consisted of promotion of content designed to help inspire young people in schools to consider becoming an engineer. Strategic content consisting of videos and social media posts have been delivered to support this.	
5.2.4	The Worcestershire Careers Hub has also been busy, delivering the Life Beyond School event to help those with additional needs to understand the pathways available to them. The team also then delivered two Careers and Apprenticeship Roadshow events, in Worcester and Redditch, to provide support to young people and parents wanting to find out more about the pathways available locally. Social media posts have been delivered to support this.	
5.2.5	BetaDen are delivering two workshops on developing mobile applications for businesses. The first is taking place on the 30th November and the second part on the 7th December. The LEP and Growth Hub have supported the promotion of these events via social media and Newsletter inclusions.	
5.2.6	The Inclusive Worcestershire programme is delivering its second event in December. This second event will focus on Neurodiversity in the Workplace on the 7th December and has already attracted good interest from the business community. The LEP and Growth Hub have supported the promotion of this event via social media.	
5.2.7	The Worcestershire Growth Hub has launched a new 'Universal Event Calendar' for Worcestershire. Compiling all of the business events from across the county into one place for businesses to visit. This means all events we are aware of can be listed and promoted from the Growth Hub. The event calendar has also added new functionality to the website to make it easier for businesses to navigate.	
5.2.8	The Worcestershire LEP board are asked to outline any additional items they would like to be featured within future strategic communications updates.	

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