



**Hull and  
East Yorkshire  
Local Enterprise  
Partnership**

### **HEY LEP Communications Strategy Development:**

There are three strands to communications delivery at the LEP currently taking place:

- First and foremost, as a new organisation, we are developing a set of guidelines for how we want to be perceived, which will guide the communications agenda of the LEP as a whole – including our Mission, Vision and Values. Once signed off we will use these to raise the profile of the HEY LEP.
- In the meantime, we are continuing with current activities (HEY Export!, the Local Digital Skills Partnership, supporting HEY Growth Hub etc.) and strategies to support the LEP's work, including developing an economic consultation comms. plan as the consultation develops.
- We are now beginning to put together a more detailed comms. strategy being developed in line with our economic strategy. Once the strategy is signed off, this will outline practical steps and tangible goals to deliver on our strategy. These will be broken down into short term, medium term and long term activities and outcomes.

Our communications strategy will include:

- Core messages based around our economic strategy – focused on main areas of importance and cross-cutting themes
- Our key communications objectives – be they reaching more businesses, highlighting our dedication to net-zero, or engaging with more education providers for example.
- Outline who our main audience is and our secondary audiences – are we going to focus more on reaching people outside our region? Where do we have gaps? Are there more ways to find new audiences and engage with businesses we aren't currently reaching?
- Assess which comms/social media channels we should use and whether we can/should develop any new channels. Social media, our website and newsletters are key – but are there news outlets we could better work with? Could we develop more guest blog posts, or have more guests on podcasts for example.
- Develop tools to measure our impact – ensure we are hosting surveys, gathering data and measuring performance online.

- Develop a comms calendar of events and publications to promote, as well as an action plan featuring short term and long term deliverables.

In addition:

- We are currently undertaking a stakeholder mapping exercise to ensure we're reaching all the organisations we need to reach.
- Communications investments – we have procured quotes for event and publicity materials such as banners and stands – whether we have any in-person events will decide whether we prioritise this in our budget.

Timeline for the strategy development:

July 2021: Development of working group within HEY LEP to strategize on audience, channels, aims, actions and key KPIs and consultation with HEY LEP team.

August 2021: Draft Communications Strategy complete in line with Economic and Wellbeing Strategy for feedback from Chair, Deputy Chair, COO and Team Managers where necessary.

September 2021: Informal consultation to begin with key Board members, Local Authority comms colleagues and select stakeholders to ensure alignment and collaborative working.

October 2021: Draft re-visited to ensure alignment with updated Economic and Wellbeing Strategy before Board sign off.

Late October 2021: Final strategy shared with key stakeholders and comms plan is put into action.