

Hull and East Yorkshire LEP Board

Communications Strategy & Mission, Vision and Values
Report to the Board, 21st July 2021

Paper B - Report from Charis Scott-Holm, Communications and Engagement Officer

1. Summary

1.1. This report provides updated details of the Hull and East Yorkshire (HEY) Local Enterprise Partnership (LEP) Communications Strategy, which is currently in development, as well as the Mission, Vision and Values statement, which is provided for feedback.

2. Recommendations

2.1. That the Board discusses the information included within the report and signs off our Mission, Vision and Values Statement.

3. Background & Purpose

3.1. As a new entity it is important we create a blueprint as to how our organisation will work and what we stand for. Part of this work being undertaken by the team includes creating a Mission, Vision and Values statement, as included in appendix 1.

3.2. This statement was created through consultation with the HEY LEP team, through meetings, a written 'discussion document' and through evaluating all feedback. You can see this feedback in appendix 2.

3.3. This groundwork will support the creation of the HEY LEP's communications strategy. This strategy is being built alongside the HEY LEP's Growth & Wellbeing Strategy and will be designed to help us to achieve our aims as set out within the economic strategy, as well as the aims of our Mission statement. Please see more about how we plan to build our strategy in appendix 3.

4. The Report

4.1. Our Mission, Vision and Values Statement sets out what we wish to achieve for as a LEP, what we hope the region will look like if we achieve our goals and how we will work as an organisation. We have distilled a much larger piece of work into this one-page document which can be used by all staff at the LEP.

4.1.1. This statement will also support our communications strategy – ensuring we can focus on activities and outputs that support our mission and vision – while upholding our values as an organisation.

4.1.2. With the foundations in place in the form of our Mission, Vision and Value Statement, the Team will now work together to recognise our audience and explore which channels and new opportunities there are to ensure our

messages have impact and reach. Over the coming months the communications strategy will be built alongside the LEP's economic strategy.

4.2. While our long-term strategy is being built, we will continue to work on our brand visibility, ongoing campaigns, ensuring we are using our communications channels as a voice for the HEY region and to support the work of our partner organisations.

4.3. We are also focused on building a communications strategy to ensure our economic strategy consultation reaches a wide audience and contains an appropriate number of responses.

4.4. I'd like to thank all colleagues who contributed to this work, as well our Board member Diana Taylor whose contribution was invaluable.

5. Timescales

5.1. In order to be built alongside our Growth & Wellbeing strategy and to support the goals set out within the document, this strategy will be complete in the autumn.

5.2. Our next steps are to consult with the team and Chair, pinning down our audiences, channels, actions and outcomes to feature within the Communications Strategy – which will also be shared with select stakeholders for their feedback.

5.3. The final draft of the Communications Plan will require sign-off by the LEP Board via written procedures. This will be circulated in due course.

6. Financial and resource implications

6.1. None at this stage.