**STOKE ON TRENT & STAFFORDSHIRE**

**LOCAL ENTERPRISE PARTNERSHIP**

**EXECUTIVE BOARD MEETING**

**14 MAY 2020**

**SSLEP Marketing Strategy**

1. **Summary**
   1. This paper provides the Board with an outline Marketing Strategy and Vision & Values.
2. **Background**
   1. It was an Executive Board agreed action as part of the LEP Review and improvement plan to develop a Marketing Strategy. The outline Marketing Strategy is attached to this paper with SSLEP Vision & Values.
3. **Outline**
   1. The Marketing Strategy presents the broad aims and objectives of our strategy; the initiatives and tools to deliver it; budget; and timescales for delivery.
   2. Presented alongside it are Vision & Values which have been drafted to underpin the Marketing Strategy and the messages that the final delivery plan will convey.
   3. The timetable contained within the Marketing Strategy outlines next steps for the producing the final delivery plan.
4. **Recommendations**
   1. **LEP Board members are asked to review and approve the outline Marketing Strategy.**

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