**STOKE ON TRENT & STAFFORDSHIRE**

**LOCAL ENTERPRISE PARTNERSHIP**

**EXECUTIVE BOARD MEETING**

**18 June 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 as Appendix 1 of this paper. An SSLEP Vision & Values

Statement will sit alongside the Strategy.

1. **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. At the May LEP Executive Board meeting, board members agreed to undertake further work on SSLEP Vision & Values. The output of a meeting held on 11 June will be circulated shortly and will be considered at the June Board.
   3. The timetable contained within the Marketing Strategy outlines next steps for the producing the final delivery plan.

**Recommendations: That LEP Board members approve the outline Marketing Strategy and revised Vison & Values Statement.**

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