Introduction

2021/22 is a significant year of change, for those that we serve, post-pandemic and Brexit, and for the LEP itself, as we undergo a systematic review led by Government.

SSLEP remains fully committed to delivering against its current strategy and contractual commitments, whilst undertaking developmental work to prepare for future change. By 2022 we will have migrated from our current LIS, building upon its strong foundation to define our future Plan for Growth. We will ensure that partnerships, resources and structures are in place to deliver against our ambition to be a region that *thrives and succeeds based on a progressive, diverse and inclusive economy led by our innovative and creative mix of digital, energy and advanced manufacturing, making Stoke-on-Trent and Staffordshire the best place to live, learn, work and do business.*

As an organisation and partnership dealing with uncertainty, we will endeavour to add-value through our wide range of existing programmes, embrace and lead change positively and continue to champion and promote place.

This document is not an outward-facing strategy, but a delivery plan that sets out our roadmap to balance existing delivery whilst implementing change and improvement. We aim to position Stoke-On-Trent and Staffordshire region as a community that works collaboratively, embraces innovation and ‘gets things done’, thus highly investable.

Objectives:

1. **Governance**: continue to drive strategic change through evidenced-based, ambitious strategy underpinned by robust governance; a platform for future growth
2. **Operations**: continue to progress local projects and initiatives, demonstrating high-impact delivery of capital schemes and test-bed projects, whilst developing granular-level insight to support policy and investment decisions.
3. **Stakeholder engagement**: building mutually-beneficial relationships at a local/regional/national level whilst amplifying the voice of business and the brand of our place.

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| **Objective** | **Qtr 1: Apr-Jun** | **Qtr2: Jul-Sep** | **Qtr3: Oct-Dec** | **Qtr 4: Jan-Mar** |
| **Governance*****Ongoing work programme*** | NED recruitmentFulfilment of (LEP actionable) improvement Plan/APR actions:1. Private sector NED recruitment
2. City Deal Carbon Emissions Reduction Targets reported to SPMG
3. LGF Evaluation Plan implementation and quarterly data returns to CLGU
4. Monthly meetings between CLGU Area Lead, LEP CEO & S151
 | Mid-Year review | AGM + formal appointment of new NEDsInduction of new NEDs | Annual Performance ReviewNED recruitmentDevelopment of Business Plan and Budget 2022/23 |
| **Governance*****New developments*** | Development of new T&F Group to oversee strategic changeAlignment of Growth Hub (Governance and Operations) | Sub-group strategic reviewReserves Policy developmentReview and risk assessment of LEP accountabilities | Strategy review/refreshStructural reviewReview of Governance and of associated Assurance Framework Implementation of any recommendations emerging from:* review of accountabilities
* Mid-Year Review
 | Launch of SSLEP Strategy 2022+Implementation of any recommendations emerging from:* Review of Governance and of associated Assurance Framework

/any newly released guidance* review of Sub-groups
* structural review

Review/conclusion of T&F (Strategic Change) Development of Marketing Strategy and Stakeholder Engagement Plan  |

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| **Objective** | **Qtr 1: Apr-Jun** | **Qtr2: Jul-Sep** | **Qtr3: Oct-Dec** | **Qtr 4: Jan-Mar** |
| **Operations*****Ongoing work programme*** | Appointment and onboarding of CEOProgramme Management/M&E of grant programmes incl LGF / GBF / GPF / EZ’s / ESIF / City Deal | Programme Management/M&E of grant programmes incl LGF / GBF / GPF / EZ’s / ESIF / City Deal  | Programme Management/M&E of grant programmes incl LGF / GBF / GPF / EZ’s / ESIF / City Deal  | Programme Management/M&E of grant programmes incl LGF / GBF / GPF / EZ’s / ESIF / City Deal  |
| **Operations*****New developments*** | Review of existing human and financial resources | Insight Commission to develop local SITREP, increase ‘voice of business’ and provide granular-level insights locally and nationally | Recruitment of Growth Hub leadSITREP modelling/testing Incl.new economic briefing notes developed for local leaders Business Support Review Commission | Appointment and onboarding of Growth Hub LeadSITREP mainstreamed with review cycleBusiness Support Review |
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| **Theme** | **Qtr 1: Apr-Jun** | **Qtr2: Jul-Sep** | **Qtr3: Oct-Dec** | **Qtr 4: Jan-Mar** |
| **Stakeholder engagement*****Ongoing work programme*** | New CEO Intro meetings and PRVideo case studiesThought leadership: Local Gov/MJ articlesMonthly 121 with all LA Leaders/CEOSCovid response task forceNetwork of Networks eventStrategic engagement with local initiatives and working groups to accelerate growthChampioning the interests of SOT/Staffs through strategic engagement with Midlands Engine/LEP Network/Peers/ Government | Annual report 20/21 video/press promo highlighting impact of investmentMonthly 121 with all LA Leaders/CEOSCovid response task forceNetwork of Networks eventStrategic engagement with local initiatives and working groups to accelerate growthChampioning the interests of SOT/Staffs through strategic engagement with Midlands Engine/LEP Network/Peers/ Government | Monthly 121 with all LA Leaders/CEOSCovid response task forceNetwork of Networks eventStrategic engagement with local initiatives and working groups to accelerate growthChampioning the interests of SOT/Staffs through strategic engagement with Midlands Engine/LEP Network/Peers/ Government | Monthly 121 with all LA Leaders/CEOSCovid response task forceNetwork of Networks eventStrategic engagement with local initiatives and working groups to accelerate growthChampioning the interests of SOT/Staffs through strategic engagement with Midlands Engine/LEP Network/Peers/ Government |
| **Stakeholder engagement*****New developments***  |  | Economic Insight forum launch to share existing insights and support the development of new SITREP | Business engagement: test-bed survey launchThought leadership: series of round table events - economic changes/recovery/net zero etc Strategy refresh consultation | SSLEP Strategy Launch eventSITREP disseminated locallyBusiness engagement: ongoing surveysThought leadership: series of round table events - economic changes/recovery/renaissance  |