Investment Development Project January 2022

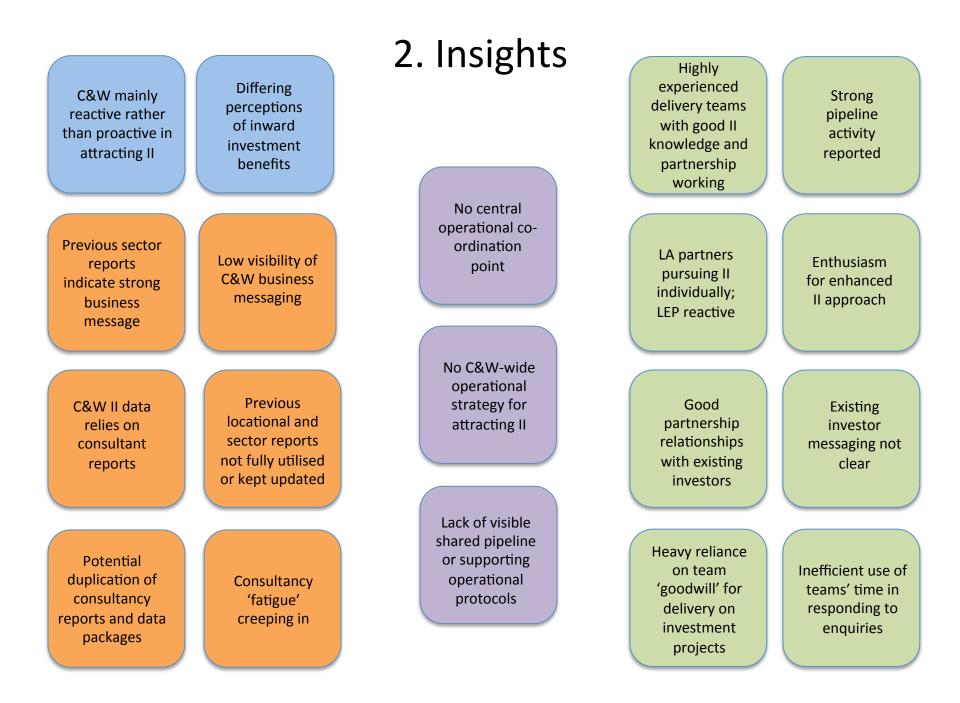
Update Report

1. Project Focus

From initial discussions and consultations with partners, it was agreed that this project should focus on 3 main overarching objectives:

- 1. Map the optimised customer journey for locating an investment in the area, considering local aspects and partnership agreements
- 2. Develop an agreed project assessment approach to enable best use of resource with a shared pipeline
- 3. Review and refine business messaging for potential inward investors, linking with the LEP Place Marketing strategy

Each of these areas has a substantial amount of supporting activity needing to be undertaken



3. Recommendations

Strategic leadership - identify C&W champions for inward investment across the partnership

Build on strong partnership and

generate buy-in by involving

delivery teams in developing

inward investment strategy

of inward investment and what is meant by a 'good' project for C&W	
Refine inward investment	

One team thinking on definition

business messaging for promotional activity Encompass account management practices and business support programmes into inward investment messaging Identify a central operational coordination point for C&W inward investment activity

Create C&W inward investment messaging backdrop without preventing individual partner promotional activity for their area

Review current locational data sources for project enquiry responses Review tools available for enquiry and project responses

Develop a shared project pipeline and supporting protocols

4. Work Plan

- 1. Commitment Strategic & operational leadership in inward investment
- 2. Inward Investment Collateral Clear C&W business attraction messaging, to be internationally accessible and visible internally and externally
- 3. Tools & Systems data sources, tools, information sharing, communication and support systems to support delivery teams more effectively
- 4. Future-proofing future-proof all aspects of work plan or flag for consideration beyond March

5. Work plan activities initiated

- Project steering group set up with Local Authority partners
- Initial consultations with delivery teams complete
- Review of research papers and sector reports completed
- Customer journey mapped for review
- Project prioritisation tool developed for testing with delivery teams
- Development of C&W inward investment messaging underway
- Project information sharing protocol under discussion
- Account management ways of working under discussion
- Website structure for inward investment messaging developed