# Business Growth Committee strategy and 2022 operational plans

December 2021

#### Our purpose and vision

To support the goals of the LEP and the Growth Hub through effective insights and counsel

Our purpose

#### **Business Growth Committee Purpose Pyramid**

To proactively provide the best services and support to encourage optimal regional business growth

Our vision

Insights and evidence-based driven, forward-thinking, collaborative, ambitious, pragmatic and growth-focused

Our principles / values

- 1. Insights-driven prioritization of Growth Hub focus: areas for growth, maintenance and support
  - 2. Support ongoing innovation, infrastructure, skills and communication requirements in the business setting
  - 3. Encourage and raise awareness of ESG practices in the business community
    - 1. Effective resolution of incoming requests for business support
      - 2. Proactive stakeholder targeting and engagement
    - 3. Provision of valuable growth-enabling tools and resources
      - 4. Future-proofing insight gathering and landscaping
  - 5. Raise awareness of the Growth Hub and LEP proposition and benefits

Our deliverables

**Our strategy** 

Our core capabilities

Multi-sector expertise, knowledge, networks covering SME and larger corporates within our region, nationally and globally

Outcomes

#### Our strategic remit

- 1 Effective resolution of incoming requests for business support
- Proactive stakeholder targeting and engagement
- Provision of valuable growthenabling tools and resources
- Future-proofing insight gathering and landscaping
- Raise awareness of the Growth Hub and LEP proposition and benefits



#### Annualised focus for 2022

- 1. Further build the Business Growth Committee and diversify sector/business coverage
- 2. Build strategic understanding to enable prioritisation and pragmatic focus for the Growth Hub
- 3. Assess existing assets and channels
- 4. Assess inward investment needs
- 5. Increase collaboration with other Boards

#### Draft 2022 Operational Plan

# Effective resolution of incoming requests for business support

Project	Anticipated outcomes/KPIs	Support for LEP strategic pillars? (H/S/I/G)	Responsible	Other considerations
Collaboration with Employers' Skills and Education Board	Identification and agreement on potential areas for collaboration/joint workstreams			

# Proactive stakeholder targeting and engagement

Project	Anticipated outcomes/KPIs	Support for LEP strategic pillars? (H/S/I/G)	Responsible	Other considerations
Inward investment strategy development	Development of business case for inward investment capabilities/resources			

### Provision of valuable growth-enabling tools and resources

Project	Anticipated outcomes/KPIs	Support for LEP strategic pillars? (H/S/I/G)	Responsible	Other considerations
DE&I resources review	Development of value- added resource tools to be provided			
Sustainability resources review	Development of value- added resource tools to be provided			

# Future-proofing insight gathering and landscaping

Project	Anticipated outcomes/KPIs	Support for LEP strategic pillars? (H/S/I/G)	Responsible	Other considerations
Business landscape assessment	Development of SWOT analysis and prioritised areas of focus for business support			
Further build on existing commercial skillsets within BGB	Addition of 2-3 Board members with SME/complementary backgrounds			

# Raise awareness of the Growth Hub and LEP proposition and benefits

Project	Anticipated outcomes/KPIs	Support for LEP strategic pillars? (H/S/I/G)	Responsible	Other considerations
LEP/Business Growth Hub communication channel review	Identify any potential gaps and areas for improvement in information provision			