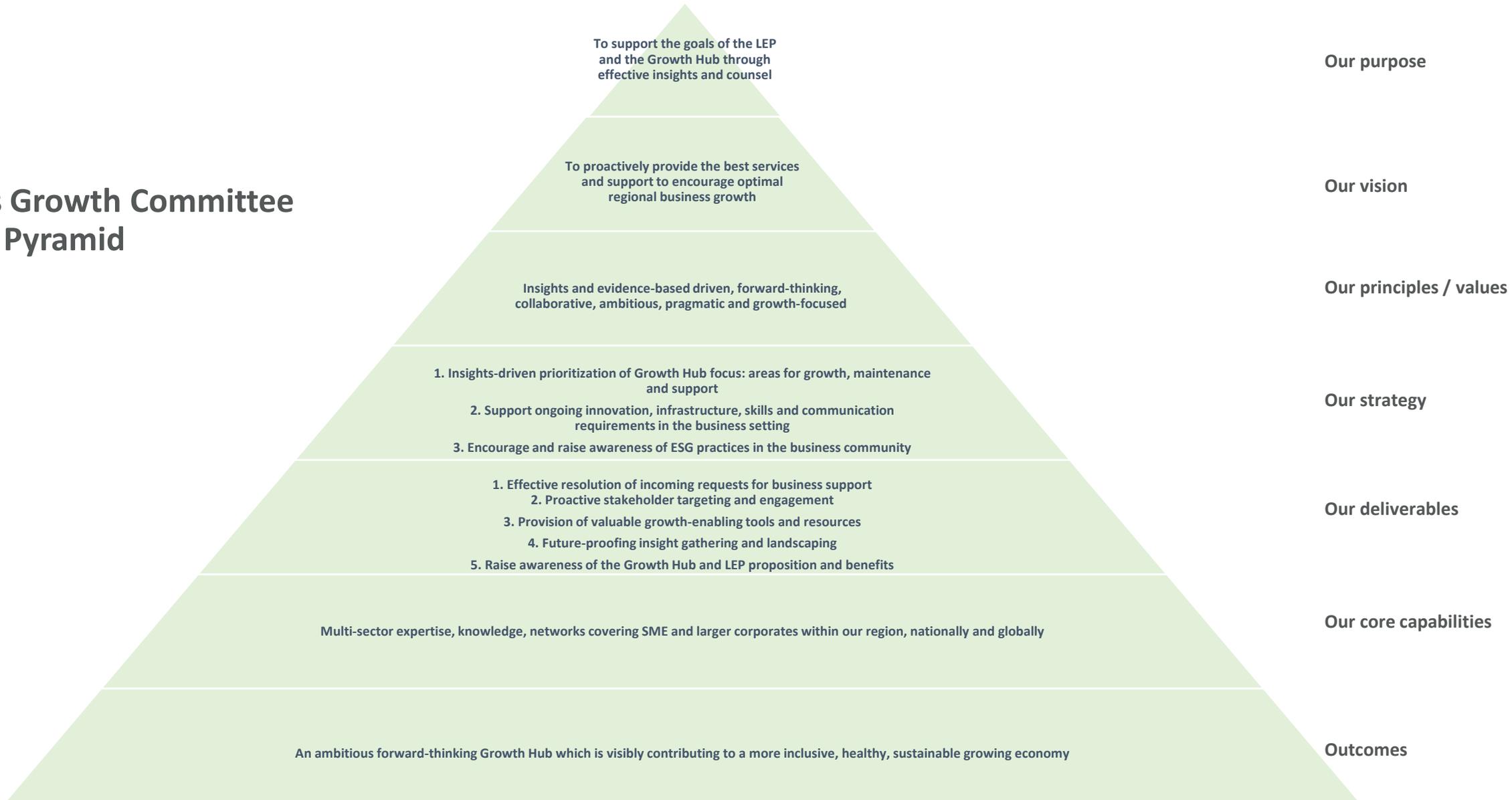


Business Growth Committee strategy and 2022 operational plans

December 2021

Our purpose and vision

Business Growth Committee Purpose Pyramid



Our strategic remit

- 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



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			