LONDON ECONOMIC ACTION PARTNERSHIP

LEAP INVESTMENT COMMITTEE

COMMUNICATIONS STRATEGY DISCUSSION

21 MAY 2019

LEAP
The Local Enterprise
Partnership for London

MAYOR OF LONDON

Overview

- Current LEAP objectives and communication objectives
- Review existing approach
    - Current communication activities
    - Stakeholders
    - Research insights
- Future directions
    - Communication objectives
    - Priority stakeholders
    - Suggested directions
    - Communication activities

Current communication challenges

- Communication is generally shaped on a programme basis

- LEAP voice tends to be quite formal

- We tend to use similar formats for our communication activities

TWEET HIGHLIGHTS

Top Tweet earned 21.5K impressions

In March we hosted the Diverse Entrepreneurs Summit at City Hall, and were able to network with entrepreneurs from around London and celebrate diversity in business – catch the highlights of the day here bit.ly/2JZjSUf #LondonIsOpen @LDNGrowthHub @LondonLEP

↶ 1   ♺ 3   ♥ 2

View Tweet activity   View all Tweet activity

Top Follower followed by 68.7K people

12 - 29 Jun
By Little Bulb Theatre
THE FUTURE
BATTERSEA ARTS CENTRE

BatterseaArtsCentre ●
@battersea_arts   FOLLOWS YOU

Where independent artists create new theatre and people come together to be creative, see a show, explore local heritage, play or relax.

View profile   View followers dashboard

Top mention earned 295 engagements

Mayor of London
@MayorofLondon · Apr 3

Do you want to help shape a vibrant, diverse and successful London?

We're looking for four new board members from the business, voluntary or community sectors to join the @LondonLEP and help create jobs and economic growth. Apply by 7 April: bit.ly/2HI0WHs
pic.twitter.com/9rbGsUbpzL

↶ 20   ♺ 16   ♥ 30

View Tweet

Top media Tweet earned 2,179 impressions

Last chance to get your project page ready for #CrowdfundLondon! We are supporting ideas that benefit local communities, with up to £50k per project available. To be in the running for a funding pledge, your pledge page must be set up by 1 May. Visit spacehive.com/movement/mayor...
pic.twitter.com/bgJSPixlt5

♺ 2   ♥ 4

View Tweet activity   View all Tweet activity

APR 2019 SUMMARY

Tweets
11

Tweet impressions
51.9K

Profile visits
744

Mentions
89

New followers
36

LEAP
The Local Enterprise
Partnership for London

Our projects and partners Funding Opportunities Business support About Contact us

Driving jobs and growth

London Growth Hub   European Funding

What we do

The London Economic Action Partnership (LEAP) is the local enterprise partnership for London. The LEAP brings entrepreneurs and business together with the Mayoralty and London Councils to identify strategic actions to support and lead economic growth and job creation in the capital.

Read more about how the LEAP operates

Latest news

MAR New £57m LEAP investment to support skills
03 and training in London

APR FSB Celebrating Small Business Awards -
30 Greater London

APR SME digital skills needs - we want to hear from
12 you

MAR LEAP's Annual Public Meeting 2019
19

Upcoming Events

MAY Navigating Brexit for SMEs - Lambeth - 20 May
20 2019
    Tripos SW2 4HU

MAY Navigating Brexit for SMEs - Southwark - 21st
21 May 2019
    Borough Market SE1 1TL

Latest Publications

MAR LEAP's Annual Public Meeting 2019
20

MAR LEAP Annual Report 2017-18
18

Twitter

LEAP LondonLEP   13 May

At LondonLEP, from @communitreylicen
inspired the crowd with the power of
crowdfunding to motivate and unite
community. https://t.co/zzbKQn5CH

LEAP LondonLEP   13 May

Deputy Mayor and LEAP Co-Deputy
Chair Rajesh Agrawal (first) shares
some examples of the "super local"
creativity. https://t.co/zzbKQn5CH

Sign up for our newsletter

You'll receive news on the latest funding opportunities, news of events in your area, upcoming seminars, workshops plus so much more.

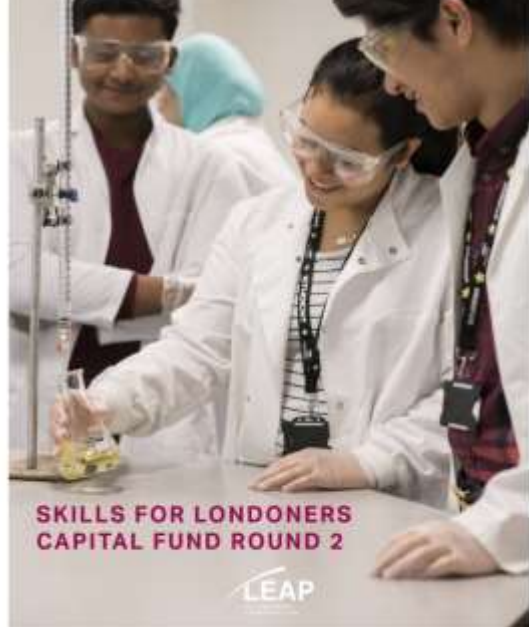Your name (required)   Email address (required)

MAYOR OF LONDON

GOOD GROWTH FUND

LEAP

COPYRIGHT
Greater London Authority
June 2018

Greater London Authority
City Hall, London, SE1 2AA

www.london.gov.uk
enquiries 020 7983 4000

CONTENTS

SKILLS FOR LONDONERS CAPITAL FUND ROUND 2

LEAP

LEAP ANNUAL REPORT 2017 / 2018

LEADING GOOD GROWTH IN THE CAPITAL

SUPPORTED BY
MAYOR OF LONDON

HM Government

HOW TO USE THE PROJECT BOX

UNDERSTANDING YOUR COMMUNITY

YOUR PROJECT LIFECYCLE

MAYOR OF LONDON

COMMUNITY PROJECTS HANDBOOK

ABOUT YOUR PROJECT

CROWDFUND LONDON

Wider stakeholder groups

- Business Improvement Districts
- Business Representatives Organisations (BROs)
- Employee Representative Bodies
- Developers
- Professional associations
- Professional networks with a diversity focus
- Emerging small and medium-sized enterprises
- Established small and medium-sized enterprises
- Social enterprises
- Entrepreneur networks and associations
- Incubators, seed funders and angel investors

- Charity and social equality groups
- Civil society organisations, community, volunteering and 'friends' groups
- Diversity and cultural groups
- Creative, co-working and workspace providers
- Arts and culture groups
- STEM and 'hacker' groups
- Training, vocational education and further/higher education providers
- Government departments, agencies and policy makers
- Local government and authorities
- 'General public' – London residents, workers and visitors

Research insights

SMEs

- Don't use Twitter

- Aren't engaged in SME business networks, but are connected through industry channels

- Value 'trusted voices', industry representatives

Young Londoners – under 25s

- Use social media as primary news source (especially Instagram and Snapchat)

- Rarely use traditional media

Potential communication objectives

- Improve the accessibility of LEAP programmes
- Tell the 'LEAP story' effectively and engagingly
- Ensure LEAP is recognised as delivering against a broad 'good growth' agenda

Proposed priority stakeholders

Stakeholder	Member-level engagement	Sub-objective
Community and business influencers	People who are passionate about growth and opportunities within their networks and are influential voices	Improve engagement with LEAP activities
HM Government	Senior influencers in Government at political and officer level Government representatives interested in LEAP's performance and accountability	Gain buy-in and influence policy/funding allocations Highlight connection with overall aims for Growth Deal funding Evidence compliance and delivery
Existing and potential recipients of LEAP funding or support	London's business community, with a focus on pre-start through to scaling small and medium enterprises People or groups that have received LEAP funding from existing programmes or activities	Improve engagement with LEAP activities and support local economic growth through business success Harness their voices for better storytelling and broader reach with more stakeholders
London local authorities	London Councils and the 33 local authorities with a focus on staff working in local economic development, business support and regeneration	Harness their voices for better storytelling Broader reach with more stakeholders and use of existing networks

Evolving communications – priority directions

- Energetic, enthusiastic 'brand personality'

- Improve the consistency and visibility of LEAP references

- Choose tools that connect with target audiences

- Equip and empower a wider range of voices to tell the LEAP story

- Adopt a multi-layered and complementary approach to comms planning

Delivery tools and channels

Channels	Purpose
Audience listening exercise	Engage with stakeholders and consult existing research to determine preferences and opportunities around communication
Brand definition Standard messaging and 'voice' and visual profile	Define a LEAP voice for 'everyday communication' and better engagement with stakeholders
Updated LEAP website	Highlight LEAP's purpose and achievements Open opportunities for engagement with LEAP funds and activities
LEAP marketing and communication guidelines	Standardise the references and acknowledgements we expect grant recipients
Social media channels	Review and refine the use of social media for LEAP, based on stakeholder expectations and opportunities Share relevant, interesting and timely information
Showcase videos	Promote LEAP success stories through visual storytelling that highlights a person or organisation's experiences benefiting from LEAP support
Explainer videos and infographics	Develop alternative communication approaches to explain application requirements, programme outputs etc.
Updated media strategy	Review opportunities for op eds and trade, local and special interest press

Questions for the Board

- How does a successful communications strategy support LEAP's strategic objectives?

- How should we engage with the right stakeholders?

- How do we define our brand identity/personality?

- How do we best use Board members' strengths, time and networks?

Next steps

- Incorporate feedback
- Finalise strategy for review and endorsement
  - 12 June LEAP meeting