

## Develop CLES offer (Fran)

Growing income	Task	Sub task	Staff lead	Staff team	Board lead	£	Timescales
MMP (Projects)	Develop our existing CLES offer	Agree where offer needs to be developed further	SM	DB	N/A		2 weeks
		Package & describe	SM	DB			2 weeks
		Marketing	SM	HP	Andrew	See Marketing & Comms	2 months
MMP (Research funding)	Develop CWB in residence as a product offering, engage Barrow Cadbury around WM rollout	Package & describe	FJ	CP	N/A		1 month
		Marketing	FJ	CP		See Marketing & Comms	2 months
MMP (Centre of Excellence)	Explore membership offering for Centre of Excellence and soft test.	Develop, describe offer	FJ	NM			
		Approach close associates	FJ	NM			3 months
Targeted geographies	Develop local government CWB networks	Package & describe	NM	FJ			1 month
		Approach national gov's	NM		All - contacts		2 months
		Develop calendar of meetings	FJ	JB			3 months

We have secured an “in principle” commitment from Barrow Cadbury to fund initial scoping work for developing an anchor network for Sandwell.