

Marketing & comms (Stuart)

Growing income	Task	Sub task	Staff lead	Staff team	Board lead	£	Timescales
MMP (Projects)	Develop and agree an overarching comms and marketing strategy	Relate organisational objectives to the needs, challenges and enablers of existing and new markets and our reputational position to determine core communication and marketing objectives, KPIs and activity streams.	SM	HP	Andrew	£5k	1 month
MMP (Projects)	Align blogs, provocations, think pieces and product offer with comms strategy	Develop a content strategy, calendar and resourced editorial process that relate to the newly developed communications and marketing strategy with monthly content and reach goals.	HP	TG, JL		1 month	
MMP (CofX)	Marketing push for Centre of Excellence to build the profile of this work and generate commercial interest.	Agree the CofX "product" and how this is going to be developed into something that can be marketed. Explore potential for standalone website.	FJ	HP, SM		£15k	2 months
Growing Market Share	Develop marketing strategy for anchor institutions	Develop a campaign to promote relevant services to anchor institutions based on intelligence gathered about their needs/willingness to engage with our services and points of entry.	HP	FJ		£10k	2 months
Targeted geographies	Communicate bespoke offering to targeted geographies	Develop packaged offer in a bespoke and targeted form that can appeal to governments in targeted geographies e.g. London, Wales, Scotland, Northern Ireland, Combined Authorities	NM	HP		£10k	3 months

MMP (Projects)

We have now completed the intelligence gathering for this project, with a rationalisation of existing organisational objectives to identify those of relevance to communications strategy, extracting learnings from the officer and leader network groups we have convened since March to establish our market needs, challenges and enablers and a survey to key stakeholders to establish CLES reputation in the market. Over the coming month we expect to complete this work by determining the communication objectives we want to work to, activity streams and KPIs. From this a content strategy should be developed and a separate marketing strategy for anchor institutions will follow.

MMP (CofX) and targeted geographies

These projects will begin development soon.