

Fife Economy Partnership Communications Strategy 2018/19

1. Introduction

This Strategy, which includes a Communications Action Plan for 2018/19, sets out how the Fife Economy Partnership will communicate and engage with businesses in Fife.

2. Aims/Objectives

Aims –

- To increase the Fife business community's awareness of and engagement with the Fife Economy Partnership (FEP) and Fife's Economic Strategy (FES) 2017-2027
- To ensure that events, initiatives and activities carried out by, and on behalf of, the FEP are promoted as widely as possible.
- Encourage business growth and investment in Fife.

Objectives –

Through effective communications, assist the Partnership to:

- Raise the profile of the FEP and its groups and activities.
- Raise awareness and engagement with Fife's Economic Strategy.
- Create two-way communication between the FEP and businesses in Fife.
- Inspire and support/encourage businesses through the promotion of best practice and good news stories.
- Signpost businesses to sources of support and business intelligence.

3. Target/Key audiences

- Fife's top 100 businesses and 8,500 small to medium sized businesses.
- Potential inward investors.
- Member organisations and networks including the Fife Chamber of Commerce, Institute of Directors and Federation of Small Businesses.
- Elected members, MSPs, MPs.
- Agencies and organisations involved in economic development.

4. Key Messages

Our communications will promote the following key messages:

- We're working to make Fife the best place to do business.
- The FEP is led by local businesses.
- We offer up-to-date economic intelligence that will help your business grow.
- There are lots of sources of support and help.
- Fife is home to many successful companies.

5. Communication Channels

Consideration will be given to which of the following are the most effective means of communication for each campaign or event using a mix of the following:

- Local news media and business publications, including Fife Business Matters.
- Website (www.fifeeconomypartnership.co.uk).
- Social media.
- Events organised by or on behalf of the FEP.

6. Responsibilities

Fife Council's Business & Employability Teams within Economy, Planning and Employability Services will implement the Communications Plan on behalf of the FEP.

All news releases issued on behalf of the Partnership will be approved by the FEP chair or vice-chair or by a Delivery Group chair.

Specific initiatives (for example Culture of Enterprise, Invest in Fife) will be responsible for carrying out their own communications, but will promote the FEP where relevant.

Members of the FEP Executive Group and Delivery Groups have a responsibility to communicate the work of the FEP both within their organisations and to the wider business community.

7. Communication Standards

In our communications activity we will:

- Provide accurate, relevant and timely information.
- Include a quote from the chair, vice-chair or relevant Delivery Group chair.
- Ensure all communications are consistent with, and support Fife's Economic Strategy.
- Seek to have the Partnership and its website www.fifeeconomypartnership.co.uk featured in communications issued by partners.
- Use plain English.

8. Co-ordination and Delivery

The Communications Action Plan will be delivered by the FEP Secretariat.

9. Implementation

An annual ***Communications Action Plan*** (attached as Appendix 1) will be implemented involving:

- Use of online resources
- Use of social media
- News releases to the local and, where relevant, national media.
- Direct engagement with businesses
- Use of business networks
- Increased engagement with MPs and MSPs.

10. Monitoring/Evaluation

The Communications Strategy will be reviewed annually.

The Communications Action Plan will be updated annually and will be monitored on a quarterly basis using the following:

- Number of visits to FEP website
- Twitter – number of tweets, retweets, link clicks, impressions etc
- Number of individuals signed up to receive monthly alert
- Coverage of press releases/number of articles in local press/media
- Numbers attending partnership events.

Appendix 1

Fife Economy Partnership 2018/19 Communications Action Plan

Method	What	Timescale	Target Audience	Message/s	Who/Lead
Use of online media	Maintain and enhance FEP website www.fifeeconomypartnership.com	April 2018 – March 2019	All Fife businesses, especially those unaware/not engaged with the FEP	<ul style="list-style-type: none"> • What the FEP is and does. • Events run by and on behalf of the FEP. • Availability of economic intelligence. • Updates on recent economic trends. • Services and events offered by partners. • Good news/practice stories • What Industry 4.0 is & how businesses can/should do. 	FEP Secretariat
	Continue to issue monthly e-flyer economic update	Monthly			
	Issue news stories to other websites	April 2018 – March 2019			
Social Media	Carry out an enhanced twitter campaign using @FifeEconPship	April 2018 – March 2019			
	Investigate use of LinkedIn	June-Sept 2018			
News releases to local and national press	Issue programme of news releases including: <ul style="list-style-type: none"> • Partnership activity. • Progress in delivering FES. • Company achievements/good news stories. • Economic trend good news stories. • Industry 4.0. • Year of Young People. 	April 2018 – March 2019	All Fife businesses, especially those unaware/not engaged with the FEP	<ul style="list-style-type: none"> • Partnership led by the private-sector and representatives of different business sectors. • FEP’s direct link with the Scottish Government. • What the FES is and how businesses can engage and help deliver. • Best practice/good news stories. • Industry 4.0 and Year of Young People 	<ul style="list-style-type: none"> • FEP Secretariat • FEP Chair & Vice-Chair • Delivery Group chairs and facilitators
Business Publications including Fife Business Matters	Issue programme of features including: <ul style="list-style-type: none"> • Progress in delivering FES. • Company achievements. • Economic trend good news stories. • Industry 4.0. • Year of Young People. 				

Method	What	Timescale	Target Audience	Message/s	Who/Lead
Direct engagement with businesses	Deliver at least one wider Fife Economy Partnership event each year	Nov 2018	Top 100 Fife businesses and SMEs	<ul style="list-style-type: none"> • What the FEP is and does. • How to engage with the FEP. • What the FES is and how businesses can engage and help deliver • Industry 4.0 	FEP Secretariat
Increased communication and engagement with existing business networks	Increase links with business networks including FCC, FSB, IoD and St Andrews Business Club	April 2018 – March 2019	Members of FCC, FSB, IoD, St Andrews Business Club	<ul style="list-style-type: none"> • What the FEP is and does. • How to engage with the FEP. • What the FES is and how members can engage & help deliver the strategy. 	<ul style="list-style-type: none"> • FEP Secretariat • FEP Chair & Vice-Chair
	Cascade information about FEP to networks	April 2018 – March 2019	Members of FCC, FSB, IoD		Secretariat & Fife Chamber of Commerce
	Invite network representatives to FEP events	April 2018 – March 2019	Members of FCC, FSB, IoD		Secretariat
Increased engagement with MPs and MSPs	Hold an annual session with Fife MPs and MSPs	Aug 2018	Fife MPs and MSPs	<ul style="list-style-type: none"> • What the FEP is and does. • Challenges facing Fife's businesses. • The FES and its priorities. 	<ul style="list-style-type: none"> • FEP Secretariat • Fife Chamber of Commerce • FEP Chair & Vice-Chair