

APPENDIX B

Business Engagement Strategy – Action Plan 2013/14 (to be refreshed for 2014/5)

Project / Development	A/C Manager	Key Actions	Outcomes	Target Dates
1.	Making the most of our assets			
1.1	Audit of current KCC programmes which support business	<ul style="list-style-type: none"> • Identify programmes • Identify district programmes • Assess contact made • Assess current intelligence available • Share intelligence with partners 	<p>Clear understanding of how KCC interacts with business</p> <p>Intelligence developed</p> <p>Adjustments to programmes made where necessary</p>	<p>June 2013</p> <p>August 2013</p> <p>March 2014</p>
1.2	Develop KCC business portal	<ul style="list-style-type: none"> • Identify internal programmes • Identify external sites • Liaise with external partners • Work with Comms team to develop portal • Monitor usage 	<p>A single portal that acts as a link to all business support available within KCC and within Kent.</p> <p>Pilot Portal</p>	<p>Dec 2013</p> <p>September 2013</p>
1.3	Investigate CRM system	<ul style="list-style-type: none"> • Meet with programme leads to assess possible benefits • Understand Evolutive (currently used by EEK) • Assess knowledge management systems within KCC • Decide upon whether to take forward 	<p>Understanding of benefits of unified CRM</p> <p>CRM implemented?</p>	<p>Dec 2013</p>

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2.	50 Key Kent Companies			
2.1	Identify 50 companies	<ul style="list-style-type: none"> • Develop criteria for inclusion • Meet with delivery partners to identify companies • Finalise list 	Criteria developed for what makes a company a key partner 50 key companies identified	May 2013 June 2013
2.2	1:1 Meetings	<ul style="list-style-type: none"> • Book meetings for Cabinet Member • Develop checklist for topics to cover • Hold meetings 	Meetings held Intelligence gathered Relationships built	All meetings held by end March 2014
2.3	Bi-annual events	<ul style="list-style-type: none"> • Scope events • Develop agenda • Invites out • Events held 	Creating a sense of purpose for the 50 companies Networking developing Intelligence gathered	2 events October 2013 March 2014

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3.	Working with sectors				
3.1	Sector Conversations		<ul style="list-style-type: none"> • Assess outcomes from further conversations (Grow for It) • Identify other sectors for conversations (KCC priority sectors) • Ensure actions identified are followed up 	<p>Intelligence from sector conversations shared with relevant departments/partners</p> <p>Sector conversations delivered</p> <p>Annual review of progress on delivering actions from sector events</p>	<p>June 2012</p> <p>October 2013</p> <p>November 2013</p>
3.2	Sector reference groups		<ul style="list-style-type: none"> • Assess which sector groups exist in Kent • Use existing contacts (e.g from Sector convs) to identify possible sector leaders • Support sector leaders to develop groups • Facilitate Networking opportunities • Promote groups as potential tool for KCC/partners 	<p>Sector reference group for each priority sector</p> <p>Sector network opportunities delivered</p>	<p>January 2014</p> <p>March 2014</p>

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