

York, North Yorkshire, East Riding LEP Business Engagement Forum

A key priority for the LEP is to develop a strong understanding of local businesses priorities in order to represent their interests to the LEP and promote economic growth.

The Forum needs to provide vision, direction and coherence and also has an important role in supporting information sharing and networking within the business community.

By improving engagement with businesses, the LEP can improve service delivery, increase uptake of LEP services and partner services to businesses and maximise funding opportunities available through the Growth Hub.

The purpose of the Business Engagement Forum:

- BEF should seek to be proactive and purposefully engage with businesses and help them to horizon scan. Raising awareness of future technologies, opportunities and challenges for example.
- To facilitate an exchange of ideas and information between local businesses, the LEP and other organisations to promote a greater understanding of the local economy.
- To raise awareness of the needs of local businesses and the factors affecting local economic growth and prosperity.
- Provide connectivity with the business community for quality consultation and engagement in identifying local priorities, shaping policy and strategy, in particular the Local Industrial Strategy.
- Help businesses to understand that engaging with the LEP allows them to have an influence and input into the development of their local communities.
- Coordinate and amplify LEP engagement with businesses in the region under one umbrella.
- Use a range of engagement routes (alongside the BEF forum): annual business conference, business survey as well as working with networks to organise focus groups on specific topics.
- Seek to develop businesses understanding and perception of the LEP by simplifying the language between the public and private sector and clear messaging on the LEPs strategic role and distinction from the Growth Hub.

We will draw upon your expertise and knowledge in a light touch, yet impactful way, making it simple and easy to develop a community of collaborative and effective business engagement.

Activities may include

- Gather intelligence and structured information on business views related to strategic issues.
- Provide a structured approach to communication between the LEP and local businesses.
- To work in partnership and develop and promote closer working between intermediaries to deliver responsive and high quality business support services.
- Forum members to play a key role and undertake work that helps to influence and direct policy. To act as a sounding board
- Business events bringing together a number of leading local businesses to review the main issues they are facing.
- Organising and contributing to business events designed to facilitate communication on a wide range of topics of interest to business.
- Channelling information to intermediaries to disseminate to their clients in the wider business community.

- Gather systematic and structured information on business views expressed on strategic issues within other forums including business networks, business breakfasts.
- Contribute and sense check business narratives

Terms of reference

- Link back business views to help inform and influence LEP strategic discussions and influence policy
- Quarterly meetings
- Mechanism for engagement with LEP Business Board