



SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

SOUTH EAST LEP COMMUNICATIONS STRATEGY AND PROTOCOLS

2020-2025

OUR VISION

Working together for a faster, smarter,
and more Sustainable economic recovery

STRATEGIC PRIORITIES

Our aim is to ensure the survival and stability of our economy in the short term and to drive sustainable economic renewal and growth in the medium to long term.

We will do this by focusing on four strategic priorities which reflect our unique geography, assets and opportunities:

1. BUSINESS RESILIENCE AND GROWTH
2. UK'S GLOBAL GATEWAY
3. COMMUNITIES FOR THE FUTURE
4. COASTAL CATALYST

SELEP Communications Strategy and Protocols

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INTRODUCTION

This document sets out the South East Local Enterprise Partnership's Communications Strategy and Protocols. It outlines the results that the partnership aims to achieve and how effective communications and engagement will support the achievement of those outcomes.

The South East Local Enterprise Partnership (SELEP) receives enquiries from the media, constituents and wider members of the public every year and communicates with them itself and via its partners and boards.

This document intends to clarify roles and responsibilities and to provide guidance on how to handle media interest and communicate with others. It aims to ensure that SELEP is seen to communicate in a professional and objective manner.

In all cases, SELEP's outside communications should be:

- Open and honest
- Proactive
- Responsive
- Timely
- Accessible to all users

SECTION 1: OVERVIEW

1.1 Background and Context

Local Enterprise Partnerships were set up by Government in 2011 to identify and support local strategic growth priorities, encourage business investment and promote economic development. This approach puts businesses in the driving seat and empowers the private sector to determine its own priorities.

The South East Local Enterprise Partnership (SELEP) was established to 'provide the clear vision and strategic leadership to drive sustainable private sector-led growth and job creation in the South East'.

It covers four established and distinct economic areas in East Sussex, Essex, Kent and Medway and South Essex. It has a policy of open and transparent governance underpinned by an [Assurance Framework](#).

SELEP's [structure](#) is headed by its Strategic Board which is business led, provides clear strategic leadership and sets the shared SELEP priorities. This is the main SELEP interface with Government, bringing together both private and public sectors to drive local growth and job creation and to oversee all SELEP activity to deliver this aim.

Formal financial decision-making is through the SELEP Accountability Board which approves all funding decisions and oversees programme delivery.

SELEP operates a federated model of local LEP Boards by geographical area which allows for decision-making and project prioritisation at a local level.

More information on SELEP's structure and governance is [available here](#).

1.2 Communication Principles

SELEP understands it has a duty to provide transparent, open and accessible information about the LEP, its decision-making, investments and activities.

Its core communications principle is to raise the profile of the work of the LEP, its public/private partnership and its aims and achievements in driving economic growth.

Its **core communication objectives** are:

- To support the delivery of the key priorities identified in the LEP's Economic Strategy Statement (including sub-strategies such as SELEP Skills Strategy, Tri-LEP energy strategy and its emerging Local Industrial Strategy)
- Support dialogue between business, education partners and local and central government on the strategic challenges and opportunities affecting the South East
- Further strengthen the credibility and reach of the Partnership among key businesses and business groups in the South East
- Help the Partnership achieve the highest standards of openness and transparency
- To be viewed as an 'exemplar' of LEP delivery – a leader of good practice in the successful delivery of LEP projects and priorities.

These objectives will guide all SELEP communications and activity over the next five years. To **deliver** on these objectives, we will:

- Build **high quality engagement and dialogue** into our delivery programmes
- Leverage the **power of our networks** to communicate with partners, stakeholders and key audiences
- **Enhance our reach** to the business communities, using a mix of direct communications, the influence of our federated boards and via strengthened links with key business-led organisations, such as Chambers of Commerce, Institute of Directors (IoD), Confederation of British Industry (CBI) and the Federation of Small Businesses (FSB) among others
- **Strengthen our brand** by gaining positive recognition of our business-led role in delivering activities and investments which benefit our region, ensuring the SELEP brand remains synonymous with **credibility, integrity and impact**
- **Develop campaigns of influence** which are intelligence-led and are specifically targeted at influencing behaviours and decisions among key audiences

(particularly businesses or government) where they would have greatest effect at securing progress on key projects (eg: Lower Thames Crossing Consultation, Ebbsfleet, etc).

1.3 Scope

This Communications Strategy and Protocols will apply to the following:

- SELEP Board members, including Sector and Federated Board members, staff (including temporary or freelance) and representatives of SELEP
- Partners, businesses or other organisations delivering a project or programme in collaboration with SELEP (eg: Growth Hubs)
- Recipients of funding administered by SELEP
- Contractors, consultants and suppliers carrying out SELEP business or want to refer to SELEP in information or publicity materials.

This Communications Strategy and Protocol will apply to the following materials:

- Press releases and statements made to the media
- Third-party documents, including project reports to SELEP
- Publicity by all parties such as blogs, newsletters, leaflets and advertising for projects which SELEP has administered funding or support
- Publications which are produced by consultants contracted to SELEP for SELEP activity
- Social media, where practicable, about projects funded or supported by SELEP.

1.4 Target Audiences

The ambition is for as many engaged audiences and partners as possible to understand the value of SELEP's offer and to become its ambassadors, promoting the brand to as wide an audience reach as possible.

Key target audiences therefore split into two categories:

1. an **internal** list of existing stakeholders and partners where there is existing buy-in through engagement and whose networks form a critical channel of marketing reach for the LEP, ensuring information is disseminated geographically as well as in key sectors and that there is feedback to SELEP

2. an **external** list directed at key new drivers of inward investment and interested external partners



The sub-categories are as follows:

Internal audiences

- Partners, board members, key stakeholders, working group members, programme delivery agencies
- Business leading organisations (eg: Chambers, FSB, etc)
- Existing major corporates/employers and businesses where SELEP has direct contact
- Local authorities, regional bodies, higher and further education
- Federated boards which provide a network of two-way communication, connecting SELEP to businesses in each geographic area and/or key sectors, thereby reaching key external audiences (see below)

External audiences

- Government and key depts (eg: Department for Business, Energy and industrial Strategy (BEIS), Department for Transport (DfT), Network Rail, Ministry for Housing, Communities and Local Government (MHCLG), Highways England (HE) etc)
- The LEP network, neighbouring LEPs and other peer networks
- Businesses across the South East region
- Businesses/Investors with an existing stake in the South East

- Investors (external to South East) and potential corporates seeking opportunities in the South East. These could also include:
 - Commercial agents
 - Property consultants (commercial, residential, retail)
 - Institutional Investors/Real Estate Investment Trusts/Investment Managers and advisors
 - Banks
 - Analysts/Landowners/Asset Managers

1.5 Channels – How to reach these key audiences

Determining the channels through which to share a campaign or campaigns is essential to work out the right methodology to get the right message to the right audiences in the best way – and at the best time.

Different target markets access information in different ways, and any communication strategy needs to ensure that it uses the most appropriate channel to reach its target market. This is why many organisations use a multiplicity of channels to ensure messages are as widely disseminated as possible among local communities.

SELEP's federated board model, which enables the LEP to extend its network of reach exponentially via its partners, is one of its most critical channels of communication, providing both excellent access to the business market as well as the local knowledge and perspective to enable a vital feedback loop which underpins the LEP's responsive decision-making through the inclusion of grass-roots engagement. As a result it is listed here as a key channel of reach.

- Board meetings, minutes and feedback from all areas of SELEP's governance structure
- **southeastle.com** and **southeastbusiness.org.uk**
- Newsletters and e-bulletins, sent monthly to a targeted database
- MP engagement newsletter, printed, sent fortnightly
- Social Media (specifically Twitter and LinkedIn)
- Press releases distributed to local, regional and national media
- Trade media – LEP and government channels, housing, transport, business publications, regeneration among others, and utility providers
- Positioning SELEP's key players and ambassadors (eg: Chair, Board members and officers) as speakers at key events and conferences
- Events – staging its own launch and/or milestone events where target audiences are invited (NB: includes AGM)

More information is available in [Appendix 2: Delivering SELEP Communications.](#)

1.6 Accessibility

This strategy will meet accessibility requirements as set out by The Government Digital Service to ensure its website and associated materials can be accessed by as many people as possible. This includes those with impaired vision, motor difficulties, cognitive impairments or learning disabilities, and impaired hearing.

The South East LEP will follow the Government guidance which will include but is not limited to features such as: the option to increase fonts; adjust colour contrasts; ensuring content in online accordions is open to all; textual links updated and alt text for images throughout amongst others.

This will be reviewed as new documents are created and on an ongoing basis as part of the management of the website and the online presence for SELEP. Further detail on accessibility requirements can be [found here](#).

1.7 Success Criteria

The success of this strategy should be assessed with reference to:

- improvements in SELEP's profile;
- the strength of the SELEP brand;
- the breadth and depth of SELEP's engagement with target audiences;
- outcomes in decisions made by the target audiences that truly contribute to SELEP's and local federated areas strategic priorities and investment programmes.

Key data that we will use to inform judgements on our progress and performance include:

- feedback received from government through the annual performance review;
- the range of public and private partners who
 - are engaged in the work of SELEP;
 - attend LEP-led and LEP sponsored events;
- the frequency with which key stakeholders' advocate for the work of SELEP in their own communications;
- attendance at LEP level and sponsored events;
- the number of LEP newsletter subscribers, and the number who engage with the content of the newsletter (open rates and click-through rates);
- the number of people accessing **southeastlep.com** and the average duration of each visit;
- the number of Twitter followers, impressions and retweets;
- the number of LinkedIn connections, likes and re-posts;
- frequency and tone of coverage in local, regional, national and trade press.

SECTION 2: SELEP ORGANISATIONAL KEY MESSAGES

2.1 SELEP Vision

Working together for a faster, smarter, and more Sustainable economic recovery

2.2 SELEP Strategic Priorities

Our aim is to ensure the survival and stability of our economy in the short term and to drive sustainable economic renewal and growth in the medium to long term.

We will do this by focusing on four strategic priorities which reflect our unique geography, assets and opportunities:

- BUSINESS RESILIENCE AND GROWTH
- UK'S GLOBAL GATEWAY
- COMMUNITIES FOR THE FUTURE
- COASTAL CATALYST

2.3 SELEP Key objectives

These are underpinned by seven key objectives, which are to:

1. support business innovation;
2. drive trade and growth;
3. deliver a skilled workforce;
4. improve digital and physical connectivity;
5. put clean growth at the heart of what we do;
6. support equality; and
7. promote greater resilience in our places.

2.4 SELEP Guiding Principles

In delivering against our strategic priorities and objectives, SELEP will follow clear guiding principles to ensure that we are:

Delivering clean growth, by rebuilding the economy through boosting local carbon industries while cutting carbon emissions to move to net-zero.

Closing the digital divide to build a smart connected South East.

Developing the skills of our workforce and residents to retain and build a labour market needed in a post-pandemic and post-EU economy.

Addressing inequalities to build a fairer and more inclusive economy

2.5 About Us (SELEP 'boilerplate' – used as 'Notes to Editors')

The South East Local Enterprise Partnership (SELEP) is a genuine partnership for growth between business, government, and education. We work together with all sectors of business, all levels of government and in partnership with key agencies to pursue and attract investment into the South East which will deliver significant economic growth.

One of 38 LEPs established by the government, our role is to fully understand the economic challenges and opportunities of our area, and encourage an environment which delivers prosperity, in an equal and sustainable way across the South East. LEPs set the direction and influence the future priorities for investment in the area as part of an integrated approach to skills, business and developing our future communities.

We represent the largest LEP area in England outside London, in terms of population and economic output, and cover an area encompassing the local authority areas of East Sussex, Essex, Kent, Medway, Southend and Thurrock.

Find out more at southeastlep.com

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Follow us on twitter: @southeastlep

2.6 SELEP Narrative

2.6.1 What is SELEP?

South East LEP is one of 38 partnerships nationally, established to provide the clear vision and strategic leadership to drive sustainable private sector-led growth and job creation in their area.

South East LEP brings together businesses, councils, universities and other industry players in a genuine 'partnership for growth' to decide the priorities for investment in activities like skills, business support, transport links, business facilities, housing and many more, in the SELEP geography, as part of an integrated approach to growth and infrastructure delivery. SELEP strives to put collaboration and engagement at the heart of its activity.

The South East LEP works with its partners to pursue and attract major investment in to the SELEP area to deliver significant economic growth, working in partnership with central government and its key agencies and other local partners, we will use the scale of our LEP to maximise private, public and community investment. In doing so, we will build strongly on plans developed with local business experience and market knowledge across our functional economic areas to deliver and target growth.

2.6.2 Federated Boards

The LEP operates on the principle of subsidiarity. This means that decisions should be taken at the practical level closest to the communities and businesses affected by those decisions.

The LEP's federal model of operation provides a clear structure for this approach. This allows for local decision making around individual projects and for decision-making of a more crosscutting nature at the LEP Strategic Board.

We work with and are supported by:

- Success Essex Business Board
- Kent and Medway Economic Partnership
- Opportunity South Essex
- Team East Sussex

Local businesses can bring their knowledge and expertise to the fore in assisting local authorities in determining the right investments for the area. Business membership organisations such as the Chambers of Commerce, the Institute of Directors and the Federation of Small Businesses are represented at this level and significantly enhance the inclusivity of the conversations.

SECTION 3: SOUTH EAST (SELEP REGION) KEY MESSAGES

3.1 South East (SELEP region) Narrative

The South East LEP area is a key driver of the UK's economic growth with an annual economic output of £94 billion.

With a population of around 4.2 million, the South East is by some margin the largest LEP area in England outside London, both in terms of population and economic output. It brings together four established and distinct economic areas in:

- East Sussex
- Essex
- Kent & Medway
- South Essex

The area is highly diverse: although it contains large urban areas (particularly Medway and Southend), no single centre dominates. Instead, it contains a wide range of settlement types, including county towns, university cities, ports, seaside towns and industrial centres, in addition to an extensive network of market towns and rural communities. It also boasts a superb natural environment, including much of the South Downs National Park and substantial areas of outstanding natural beauty

The South East is a growing, dynamic network of growth corridors. Its economic standing combined with its proximity to London and international connectivity make it a gateway to enterprise, innovation and trade for UK and Europe.

We have one of Britain's most important concentrations of vital infrastructure assets, including some of its largest ports, its only international rail link and two of London's airports; in addition to nine universities, some 176,000 businesses and a significant share of the country's energy generating capacity. In addition, our population is growing much faster than the UK average with rapid growth in both, existing towns, cities and rural communities as well as emerging garden settlements.

As an integral part of the Greater South East economy, we have both the capacity and appetite for growth as well as strong business leadership.

Our region's recent record of economic growth gives us reason to look to the future with optimism. However, there are challenges ahead with global, regional, economic, technological and political, social and environmental change.

But we face more home-grown challenges too; our productivity is lower than it should be; rapid population and housing growth is putting greater pressure on infrastructure – and the costs associated with this are substantial. And while new technology presents major opportunities for innovation and business growth, it also 'disrupts' and presents challenges in building a workforce and a business base that is fully equipped to respond.

Nevertheless, the scale and diversity of our economy, as well as our infrastructure and knowledge 'assets' mean we are well placed to seize the opportunities for growth and

employment over the next decade, driving the prosperity which will benefit the people and businesses in our area.

3.2 South East Key Messages

(These are being updated to reflect the new Recovery and Renewal Strategy)

Economy: *The South East is a UK economic asset. Its annual economic output is £87 billion, representing 5% of the total UK, and its economy grew by £6.8 billion (9%) between 2014 and 2016.*

A high value, knowledge-based economy: *The region's key sectors are: Construction, Education and Health, Life Sciences, Manufacturing, Low Carbon and Environmental, Creative and Digital, Food Production, Transport and Logistics.*

Population: *The South East's population is 4.2 million and is facing increased population growth. In the 20 years to 2017, the South East's population increased by 16.6% (equivalent to 3.5 additional cities the size of Southend) and is expected to increase by the same amount again by 2036. This has an impact on infrastructure and housing where demand is exceeding delivery.*

Housing: *The South East is in the forefront of plans to develop a new generation of garden communities, responding to population growth and changing housing demand through sustainable new developments. New housing at Ebbsfleet Garden City is underway, and plans advanced for the North Essex Garden Communities, Harlow/Gilston, Dunton Hills and Otterpool Park.*

Connectivity: *The South East is the international gateway to the UK – it has eight ports, the UK's only international rail link and two of London's airports (Stansted and Southend).*

Skills and Employment: *The region contains nine Universities supporting 137,000 students. There are 16 further education colleges. Between 2011 and 2016 the number of jobs in the area grew by 162,000 (an increase of 9%) and 32% of its working age population (2.5 million) are qualified to level 4 or higher.*

SECTION 4: GUIDANCE FOR PARTNERS AROUND PROJECTS WHERE SELEP ADMINISTERS FUNDING OR SUPPORT

SELEP will work with all delivery organisations to promote the work of projects, share information, successes and celebrate milestones and achievements.

For all projects which receive SELEP funding, SELEP will publish the amount of funding provided with the project name of the recipient and a brief description of the project. This will be available on SELEP's website and feature on the map on the homepage. The business case will be published on the SELEP website for all projects, in advance of the funding decision being made. Progress updates on the delivery of the project and the project outputs/outcomes will also be published by SELEP.

Project leads are required to provide regular reporting to SELEP, as per the specific requirement for each funding stream.

Case studies and photographic evidence may be sought by SELEP, where appropriate, to ensure that project information remains current and project progress is recorded.

4.1 Publicity

Publicity activity should be shared in advance with the SELEP Communications team and updated in line with project monitoring. The SELEP and HMG logo must be included in all project publicity materials. Including signage, billboards and hoardings and digital materials, including the project's website.

All publicity and announcements regarding the project should fully acknowledge assistance of the fund and SELEP. SELEP should be offered the opportunity to comment and / or provide a quote for the media statement. We will respond within a reasonable timeframe. SELEP's boilerplate and a link to the SELEP website, twitter feed and media contact details should be included in the 'Notes to Editors'.

SELEP should be sufficiently notified in advance of, and invited to contribute to, any events or openings for all projects assisted by SELEP funds. Monthly updates will be sought from each of the six County/Unitary authorities on LGF project milestones that will be reached over the next three months. These updates are also reported to MHCLG.

4.2 Milestone Events

Ministers of relevant policy departments should be invited to landmark events, and given as much notice as possible.

MPs for the local area should be invited to landmark events and given as much notice as possible. SELEP should be kept in the loop with the organisation of these events and will support organisational arrangements where needed.

4.3 Use of Logos

The SELEP logo, or any other logo required under this protocol should be visible and used in accordance with the brand guidelines.

Projects which receive Local Growth Funding from SELEP must also include the use of the HM Government logo on any project publicity material. The logo must be used in accordance with the brand guidelines. [See Appendix 4.](#)

4.4 Social and Digital Channels

SELEP Board members and Federated Board members are encouraged to promote the LEP and their involvement through their networks on social media and online channels and profiles, particularly LinkedIn and Twitter, as well as engage with the LEP's communications activities through other online mediums such as the website and e-newsletter.

Board members are encouraged to:

- Connect with the SELEP LinkedIn and Twitter accounts
- Be active in engaging with content published by the LEP by liking and commenting, as well as sharing to wider networks to increase exposure
- Follow SELEP's LinkedIn Company Page and Twitter account, as well as connect with SELEP's LinkedIn Profile
- Sign up to the SELEP digital newsletter, which is sent out on a monthly basis, and share this with relevant contacts
- Keep up to date with the LEP's press releases, which detail its activities and that of its partners, through the News section on the website

Board members are also asked to include information regarding their position/ involvement in the LEP on their own social media profiles.

4.5 Behaviours

It is important that employees, board members and partners are aware that they are representing SELEP in all communications and have a duty to uphold the reputation of the organisation. Any information published online can be accessed around the world within seconds and will be publicly available for all to see.

Everyone should take the following into consideration when communicating in an official capacity with members of the public or the media when appropriate and be familiar with

the consideration to the below before writing or speaking about colleagues or sharing information about SELEP.

- Ensure that verbal or written information does not disclose privileged or confidential information
- Be aware (where applicable) of any SELEP guidelines for using social media and the use of the internet/LA provided IT services, whether this is for personal use or as a part of their working role
- The importance of avoiding any actions which might prove misleading or bring SELEP into disrepute
- Placing images or text on a site from a copyrighted source without obtaining permission is likely to breach copyright laws
- Personal details of individuals must not be published unless their express permission has been received
- If you are involved in decision making, do not say anything which suggests you have/had irrevocably made up your mind on the issue before participating in the decision-making process
- Safeguarding and Respect for Privacy guidance.

Appendix 1: SELEP PRIORITIES: KEY MESSAGING

(These are being updated to reflect the new Recovery and Renewal Strategy)

Appendix 2: DELIVERING SELEP COMMUNICATIONS

2.1 Corporate Identity

Our communication will always use the appropriate and correct corporate identity and style as detailed in SELEP's Brand Guidelines and this Communications Strategy and Protocols.

Our responses, and approach to policies and services, will be factual and objective.

Comments on policies of other organisations including central government, other local authorities and agencies, will be objective and politically neutral.

Requests from the media will be coordinated by the SELEP communications team. Official responses will be given by SELEP's Chair, Deputy Chair or Chief Executive or, if agreed, by a relevant SELEP Director or Board Member.

The Business Engagement and Communications Manager should be notified about all requests from the media.

Zoe Gordon

Business Engagement and Communications Manager, SELEP

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2.2 'One Voice'

Core principles of communication for partners, board members (including federated boards) and representatives of the LEP

Representatives of SELEP, including its board members and associates should be aware that they represent the LEP and therefore have a duty to uphold the LEP's reputation as credible, reliable and authoritative as well as maintain the LEP's core principles of communication in a way which is:

- Open and honest
- Proactive
- Responsive
- Timely

As a key channel of SELEP's communications, partners, board members and representatives of the LEP have a responsibility to ensure that relevant information is distributed within their own networks (via newsletters, events, memberships, social media, etc) and that grassroots feedback is transmitted back to the LEP's Strategic Board to aid decision-making.

Appendix 3: STYLE

3.1 Tone of Voice

SELEP is a 'partnership for growth' and therefore its tone of voice should be:

- Collaborative ('we')
- Friendly
- Clear
- Business-focused

Where possible, when referring to SELEP, write in the active and use the first person. (Example: 'We have invested £2 billion in..' rather than 'the SELEP has')

However, please note that there is distinction between SELEP as an entity and the area which it represents – the South East. When referring to the area SELEP represents, it should be termed 'the South East' and you should write in the third person. (Example: 'The South East is a national economic asset' rather than 'SELEP is...')

3.2 South East Local Enterprise Partnership v SELEP

The South East Local Enterprise Partnership is most commonly known and referred to as SELEP – therefore communications should reflect this. The first time you mention SELEP in an item, it should be explained as follows:

The South East Local Enterprise Partnership (SELEP)

All subsequent references should be SELEP.

Further detail may be worked up for other acronyms such as LGF, GPF, SAP, DSP, TES, KMEP, etc

3.3 Basic Rules

It is recommended that all SELEP communications use a modern 'standard' house style and some of the basic rules are below. For more detail, a good resource is:

thewriter.com/what-we-think/style-guide/

3.3.1 Abbreviations and Acronyms:

No need for full stops – eg, ie, FTSE, IRS and so on.

If the short version's more familiar than the full one, like BBC, FBI or FAQs, you don't need to write it out. If it's not, or if you aren't sure how well known it is, put it in full the first

time you use it, then use just the short version from then on – eg: International Atomic Energy Agency (IAEA). But avoid using it at all if you can – so you'd call the IAEA the Agency.

3.3.2 Numbers

Write numbers from one to ten as words and from 11 upwards as figures. Same goes for first, second, third, and so on, up to tenth. But if you're writing (for example) 9–11, don't mix it up.

Don't use figures at the start of a sentence. 'Twelve days after we ordered them, the new sofas for the Upper Case finally arrived.'

If you're spelling out a number over 20 at the start of a sentence, use a hyphen – thirty-one.

Put a comma in numbers over 1,000. And remember that every three zeros get a comma – 'Sally told us the budget was £4,750,350'.

Use hyphens in phrases where a number is part of the adjective, like four-hour session or five-year-old child. And in fractions: two-thirds majority.

Spell out million and billion, like '12 million people use them' or 'The LEP invested £2 million'.

3.3.3 Caps v lower case

If in doubt, use lower case. Save capital letters for proper nouns (like Jude or London), acronyms and initialisms.

Headings should generally be sentence case (that's when the first letter of the sentence is capitalised and the rest are lower case). Job titles should also be lower case.

References to reports should also be sentence case and do not require further emphasis, eg: the Strategic Economic Plan or the Local Industrial Strategy.

3.3.4 Web and email addresses

No 'http:/' at the start of web addresses. Don't include the 'www.' (So our address is **southeastlep.com**). No italics are needed for web and email addresses.

When talking about websites, email or the internet, website is all one word. The word email doesn't have a hyphen in it. If you're writing about the internet it should have a lower case 'i'.

If a web or email address comes at the end of a sentence, it should have a full stop after it, even if it's at the end of a paragraph.

Appendix 4: BRANDING GUIDELINES AND CONTACT DETAILS

4.1 Branding Guidelines

- [SELEP Master Brand guidelines](#)
- [Local Growth Fund branding guidelines](#)

4.2 Contact

For more information:

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