

Tamworth
Enterprise
Centre ●●●

SERVICED OFFICE SPACE

	Action	Purpose	Comments	Deadline	Lead Officer
1	Establish and deliver active social media presence	To assist in the ongoing promotion of the Centre. Allows the Centre to advertise at a low cost in strategically important locations with a large reach, such as Facebook and LinkedIn, raising profile and generating leads.	Twitter Handle / Facebook / LinkedIn / Website / Instagram	Mar-17	Economic Development and Regeneration (EDR) Team / Enterprise Centre Officer (ECO)
2	Produce hardcopy and digital marketing material	To send to prospective clients and partners in order to promote the Centre	Price lists, basic leaflets detailing services	Apr-17	EDR Team
3	Attend local networking groups	Promote the Centre to small local businesses, creating awareness and opportunities locally. Offer networking groups the use of the Centre for meetings.	Use existing networks already have access to	Ongoing	Business Liaison Officer (BLO) / Tourism and Town Centre Officer (TTC)
4	Engage FSB and Chamber of Commerce	Work closely with the FSB and local Chamber to promote the offer and encourage use of meeting room space and business lounge. Offer Chamber and FSB office space or hot desk ability.	FSB and Chamber both have access to large businesses databases that they regularly communicate with.	Ongoing	BLO
5	Brief Growth Hub staff on Centre and put offer on Growth Hub websites.	Growth hubs are the principle point of contact for business support, they can refer people to the Centre if they are suitable.	Adds extra databases, opportunities and reach to business community.	Apr-17	BLO
6	Brief business support partners and offer use of Centre	To use partners delivering business support programmes to deliver their schemes from the centre, encouraging hot desk usage, meeting room take up and clients for the office space.	Drives users of the centre and promotes use for little or no cost.	Ongoing	BLO
7	Generate PR stories on tenants and Centre successes.	To raise the profile of centre activities and users	Examples of other users give businesses confidence to enquire or locate in the Centre. Promotes the activities, benefits and purpose of the Centre.	Ongoing	ECO
8	Generate Events and Business Support offer	To raise the profile of the Centre, create a busy atmosphere in the building, driving usage	After the Centre has been running for a few months identify opportunities for support requested or identified by users and gaps in provision that could be easily filled.	Ongoing	ECO
9	Develop excellent relationships with Tenants	Create long lasting, strong relationships with tenants and their clients, to ensure a good reputation of the Centre and potential for tenants / users to recommend and "sell" space to friends and colleague in other businesses.	Word of mouth and strong relationships will allow the Centre to develop a good reputation and attract businesses.	Ongoing	ECO
10	Engage a reseller for Virtual Office Services	Use reseller to maximise selling of Virtual office space facilities	Resellers have lists of customers wishing to take space and for a fee reduce internal staff resource needed to promote this.	Ongoing	ECO