



						
Location	Business hub	Property locator services	Spelthorne Business Forum	Funding circle	Investment	Education

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Spelthorne Key Account Management Strategy (KAM) 2020

Spelthorne Council aim to establish a strong relationship with key businesses in the borough and are particularly keen to lend further support for the growth sectors. This strategy will set out a framework for engagement with businesses to provide them with better opportunities to engage with the council, express their views and concerns, and influence policies and programmes that effect the operation of their business. Historically Spelthorne has a good track record of engaging with the Small Medium Enterprises (SME's) through the activities of the Spelthorne Business Forum, however this was limited to monthly networking events and was largely confined to the sole traders / small businesses only.

This strategy will outline the method to increase the dialogue with existing businesses and understand their needs, ensuring they are supported, and there for helping to increase their productivity and satisfaction with the support they receive from the Council. This in turn will strengthen their ability to grow and prosper within the borough.

To deliver this strategy all existing business records were collated and stored in a Customer Records Management system. A list of key firms has been created which needs to be regularly updated and reviewed as new businesses move into the borough or become known to us. Information on each company will be gathered during the KAM visits then evaluated against set criteria including number of employees, turnover and growth patterns. This process will also capture the concerns and needs of businesses which will then help inform the business engagement strategy.

To ensure we are keeping abreast of the business landscape, we will continue to consult with and support other business network organisations, to ensure we have a good picture regarding issues and concerns with businesses, and make sure our engagement is effective and of value to the business community.



						
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This strategy will be refreshed in sync with the over-arching 2017 - 2022 Economic Development Strategy every 2 years.

This strategy will create a business engagement framework that will allow us to facilitate the development of sector specific projects and achieve our goals which are set out in our Economic Strategy.

Council Goals

- Attract new businesses to the borough (linking to the Inward Investment strategy)
- Help businesses to be successful & expand
- Encourage businesses to remain in the Borough
- Employ staff from the borough
- Encourage the take up of apprentices
- Buy goods from and employ the services from companies based in the borough
- Make best use of Corporate Social Responsibility (CSR) opportunities in the borough
- Engage with schools (i.e. to promote STEM subjects)
- Promote the green agenda
- Improve health, fitness and readiness to work in the borough.

Barriers

Businesses do not have a lot of time available to engage with the public sector and so we need to ensure there are positive benefits in doing so. The key to ensuring a meaningful engagement, is to work with key partners and organisations to better understand business needs and develop an effective communication strategy that meets the company's needs and time constraints.

It is vital to understand what businesses need and what works for them in terms of engagement. Not all businesses will have time to meet and so we need a flexible approach as one approach will not fit all businesses which is why it is important to set out a framework in order to appreciate what companies want.

Through mapping and interviews with key companies this strategy will evolve to accommodate the business needs.



Location



Business hub



Property locator services



Spelthorne Business Forum



Funding circle



Investment



Education

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Using the Spelthorne Business Forum as the main vehicle to share information with SME's and create a platform to connect the larger corporate companies with a local supply chain.

Benefits to the local economy

The Key Account Strategy which draws upon the work by The Spelthorne Business Forum, EM3 Local Enterprise Partnership, Surrey County Council strategic documents and the wider business support community, will encourage businesses to become more actively involved in projects and programmes that could potentially have significant positive impact on their business which in turn could increase productivity and growth. This could include policies and programmes around key issues such as Transport & Infrastructure, Skills & Employment, Brexit, Sustainability and Green Energy that directly affect the operation of businesses in Spelthorne and beyond.

By improving the channels of communication between the council and local businesses we can encourage greater partnership working that will benefit the function of both, and give Spelthorne Council a greater understanding about the needs of businesses, which in turn will help local authorities plan for future employment, housing and growth.

Description	Recommendation / Actions	Action taken / Dates
<p>Map the businesses in the borough.</p>	<p>Make full use of the CRM system that can document company interactions, outcomes & learning. This can be used for the basis of a regular reporting system. His needs to be live and continually updated.</p> <p>Arrange training for members of the Economic Development Team in use of system</p>	<p>Spring 2020 – Refresher training for the Economic Development Team</p>



						
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<p>Identify and compile a top 20 business target List.</p>	<p>These are the businesses that are the most economically important to the borough in terms of job creation, business rates and value to the local economy. By applying a defined criteria this will identify key businesses in the borough looking at number of employees, size of business, international trading and turnover.</p>	<p>To be refreshed every March</p>
<p>Define a business engagement framework to support the KAM strategy</p>	<p>The framework will aim to increase the engagement of businesses through a template process to ensure businesses do not fall through the cracks.</p> <p>This process will help build strategic relationships with larger companies in Spelthorne with a detailed understanding of their needs /concerns.</p> <p>Build a closer working relationship with business facing departments within Spelthorne Council to understand the relationship with each department and local business.</p>	<p>Spring 2020 - Create a business engagement flow chart</p> <p>March 2020- Create a business engagement introduction page to use in the brochure. Company questionnaire Company enquiry form Company information pack -</p> <p>By September 2020 – Hold information meetings for relevant SBC business facing staff to promote concept and the benefits of collaborative working.</p>
<p>Map current third party business engagement (networking groups) activity to understand effectiveness and where there are gaps and improvements are needed</p>	<p>Survey existing business support organisations to understand the current support available.</p> <p>Identify any gaps in support and then take steps to encourage other networks to fill those voids.</p>	<p>Review available support every March</p> <p>Jan 2020 Create a directory of all business support organisations.</p>



						
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<p>Create a sector focused approach to meetings and events.</p>	<p>Identify business critical issues and create a framework of sector focused engagement through meetings and events to address and understand business needs around key topics i.e.</p> <ul style="list-style-type: none"> • Transport & Infrastructure • Skills & Employment • Sustainability & Green Energy • Leaders' Summit • Planning & Property • Brexit 	<p>2020- Deliver a sector focused event for at least 3 of the specified topics.</p> <p>To arrange at least one business Leader's breakfast / lunch meeting every year involving the Leader of SBC and the Chief Executive.</p>
<p>Encourage the participation and collaboration of local Enterprise Partnerships and Business support organisations to support our KAM activities & events.</p>	<p>Understand how all the parties can contribute and set a procedure for using the resources available.</p> <ul style="list-style-type: none"> • EM3: • DIT: • Surrey Chamber Commerce • Royal Holloway • Surrey University • SBF 	<p>Annual meetings with each identified partner setting out plans for collaboration to support the Economic and Industrial strategies.</p>
<p>Map our support network and identify where support / services can be offered to companies.</p>	<p>Collect the information on the below groups and organisations that provide help and guidance for businesses, and how they can complement the Spelthorne economic strategy.</p> <p>Funding Business Support Skills Access to Work Partners / stake holders Inward Investment</p>	<p>Encourage collaboration between these groups and businesses to provide focused and targeted support for our various business communities.</p>



						
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Create a CSR ethos amongst businesses	Identify and create list of social partners / local charities that have an interest in collaborating with local business.	May 2020
	Create a web page on the SBF website listing the voluntary groups and post the collaboration opportunities.	July 2020