

Task 1: Re-design the executive summary into a document that can be used to communicate the view of the economy in an imaginative and easy to assimilate way.

The executive summary provides a summary of the main information to be found in the Economic Development Strategy. The Council wants to be able to use the document to convey its economic ambitions for the Borough. At present, the Executive Summary is a useable and plain document. You must make the document into a creative and powerful message. You can change the format and wording of the document, but you must not add information that is not contained in the strategy or remove any information that will materially change the meaning. You may want to focus on the visual presentation of the document and making it more dynamic, always remembering that it must be appropriate for business leaders. The summary should be no more than two A4 pages (25% of marks)

Task 2: Re-Design the Action Plan into a document that can be used to promote the Council's activities in relation to improving the local economy

A key part of the Economic Strategy is the Action Plan, this sets out how the Council intends to support its economic priorities. The Council want to be able to use the document as a form of marketing. At present, the Action Plan is a useable and plain document. The document is organised into a table. The grey rows present the Economic Priorities, and the rows underneath each priority relate to the actions that are going to be carried out to support the priority. The five columns identify the action (What), the purpose of the action (Why), who the action is to be carried out by (Who), the intended result of the action (Target) and the cost of the action (Cost). You must convey the message of the document in a creative and powerful way. The information in the 'What', 'Who', 'Target' and 'Cost' needs to be included, however it is up to you whether or not you include the information in the 'Why' column. It is also up to you how you present the information, you do not have to use the table format and it can be quite subtle if you have another more creative approach. (50% of marks)

Example: You could liken the economy to a forest containing large established Oaks (multi-national companies), conifers (fast-growing businesses in high-growth sectors), hazels (SME's), Saplings (young and vulnerable businesses) and whips (new business start-ups) You could then link the actions to the trees most likely to benefit from them and portray costs as seeds.

DO NOT USE THIS EXAMPLE

When approaching the task consider what it is that the Council is trying to "sell" to the local community in the strategy and apply the principles of marketing.

Task 3: Produce a presentation which demonstrates how you worked as a group i.e. was there one leader, were there any issues etc., how you

formulated your ideas for the Executive Summary and Action Plan, and how you developed your work. (To last no more than 10 minutes) (25% of marks)

Additional information:

Exec Summary

The text in the Executive Summary can be altered, however any alterations, additions or subtractions to information should not severely change the content of the document and should always reflect the information in the Economic Strategy.

Front Covers

The work should be accompanied by a front cover, please include the Council's corporate logo, and follow the Corporate guidelines.

Contacts

If you have any queries please contact:

Ashley Baldwin
ashley.baldwin@redditchbc.gov.uk
01527 64252 (Ext: 3124)

Georgina Harris
georgina.harris@redditchbc.gov.uk
01527 534082