

## Business Plan - 1 July 2023 - 30 June 2024

<b>Crime Prevention &amp; Security</b>	<ul style="list-style-type: none"> <li>● Review crime prevention approach for Silverdale</li> </ul>
	<ul style="list-style-type: none"> <li>● Cameras in key areas of Silverdale with live feeds to security hub and the Police</li> </ul>
	<ul style="list-style-type: none"> <li>● Create Member resource package of discounted security options</li> </ul>
	<ul style="list-style-type: none"> <li>● Create an information portal on our website specifically for Security and Crime Prevention</li> </ul>
<b>Connectivity</b>	<ul style="list-style-type: none"> <li>● An annual networking programme with high quality guest speakers, run by our General Manager</li> </ul>
	<ul style="list-style-type: none"> <li>● Accurate Business Directory on our website of all business in our core Business area</li> </ul>
	<ul style="list-style-type: none"> <li>● New Business Pack and information about our area of Silverdale</li> </ul>
	<ul style="list-style-type: none"> <li>● Engagement with Silverdale Businesses</li> </ul>
	<ul style="list-style-type: none"> <li>● Area Branding Project</li> </ul>
<b>Marketing and Promotions</b>	<ul style="list-style-type: none"> <li>● Promote Individual Silverdale Businesses</li> </ul>
	<ul style="list-style-type: none"> <li>● Managing Silverdale Business social media, Linked In, YouTube &amp; Print</li> </ul>
	<ul style="list-style-type: none"> <li>● Seasonal &amp; occasion marketing campaigns to increase visitors and spend in Silverdale.</li> </ul>
	<ul style="list-style-type: none"> <li>● Destination Marketing – Create an attraction for visitors to spend in our region.</li> </ul>
	<ul style="list-style-type: none"> <li>● Staff Attraction project/business coaching project</li> </ul>
	<ul style="list-style-type: none"> <li>● Introduction to Recruitment in Silverdale</li> </ul>
<b>Advocacy</b>	<ul style="list-style-type: none"> <li>● Advocating for Public Transport and Parking solutions in the Industrial Business Park</li> </ul>
	<ul style="list-style-type: none"> <li>● Stakeholder Engagement - We will ensure Silverdale has an effective, strong, and coordinated approach that successfully influences our key stakeholders. H&amp;B LB, AT, AC, Police</li> </ul>

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	<ul style="list-style-type: none"> <li>● New Business attraction Project/Vacancies</li> </ul>
	<ul style="list-style-type: none"> <li>● Coordination and stakeholder engagement of River Pathway Project, connecting industrial to the busway to the village &amp; central.</li> </ul>
<b>Marketing and Promotions</b>	<ul style="list-style-type: none"> <li>● Business Awards</li> </ul>
	<ul style="list-style-type: none"> <li>● Promote Individual Silverdale Businesses</li> </ul>
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	<ul style="list-style-type: none"> <li>● Staff attraction project/business coaching project</li> </ul>
	<ul style="list-style-type: none"> <li>● Recruitment in Silverdale</li> </ul>
<b>Advocacy</b>	<ul style="list-style-type: none"> <li>● Large Community Event</li> </ul>
	<ul style="list-style-type: none"> <li>● Stakeholder Engagement - We will ensure Silverdale has an effective, strong, and coordinated approach that successfully influences our key stakeholders. H&amp;B LB, AT, AC, Police</li> </ul>
	<ul style="list-style-type: none"> <li>● Provide a Strong Voice for Silverdale</li> </ul>