



KENT & MEDWAY GROWTH HUB Partner Media Pack

November 2016 saw the launch of the Growth Hub service under a two-year contract provided by KCC. This follows on from the pilot programme that established a number of opportunities, issues and considerations.

Central to the success of the new service is a more collaborative and inclusive partnership that ensures businesses receive a consistent message and can access all that the partnership has to offer in support.

This joined up approach ensures that maximum exposure is given to the growth hub service which in turn will signpost and refer to Partner programmes and services.

Each Partner can benefit through the reach and engagement the Growth Hub can offer and we hope that in keeping with the shared interests we hold around boosting the economy of Kent & Medway, you will assist us in promoting the service.

This pack contains details of the marketing that will be employed and access to the digital assets that can be utilised by your own organisation to promote the hub.

CONTENTS

GROWTH HUB Operational Structure.....	2	BUS ADVERT.....	8
OPERATIONAL CHART	3	PHIL'S GRAND TOUR.....	8
CONTACT DETAILS	4	#ASKPHIL	9
DIGITAL ASSETS	5	LIVE CHAT WIDGET.....	9
BANNER WIDE	5	DIGITAL ASSETS "Ask Phil"	10
WEB SIDE BAR.....	5	FLYER	10
LOGO.....	6	BANNER WIDE	11
OUR COLOURS.....	6	WIDE BANNER.....	11
"Ask Phil" CAMPAIGN	7	START UP LOANS.....	12
RADIO.....	8		



GROWTH HUB Operational Structure

This is a fully funded service designed to help new and existing businesses find the most suitable type of business support available in their area. Our Hub Staff maintain an accurate database of publicly funded provision and where no funded support is available, private sector providers.

Hub Staff can help a business identify relevant programmes; initiatives or funding schemes currently on offer nationally or across Kent & Medway.

Their role is to provide information, signpost and refer to providers and ensure that follow up is delivered whilst measuring satisfaction levels on all interactions.

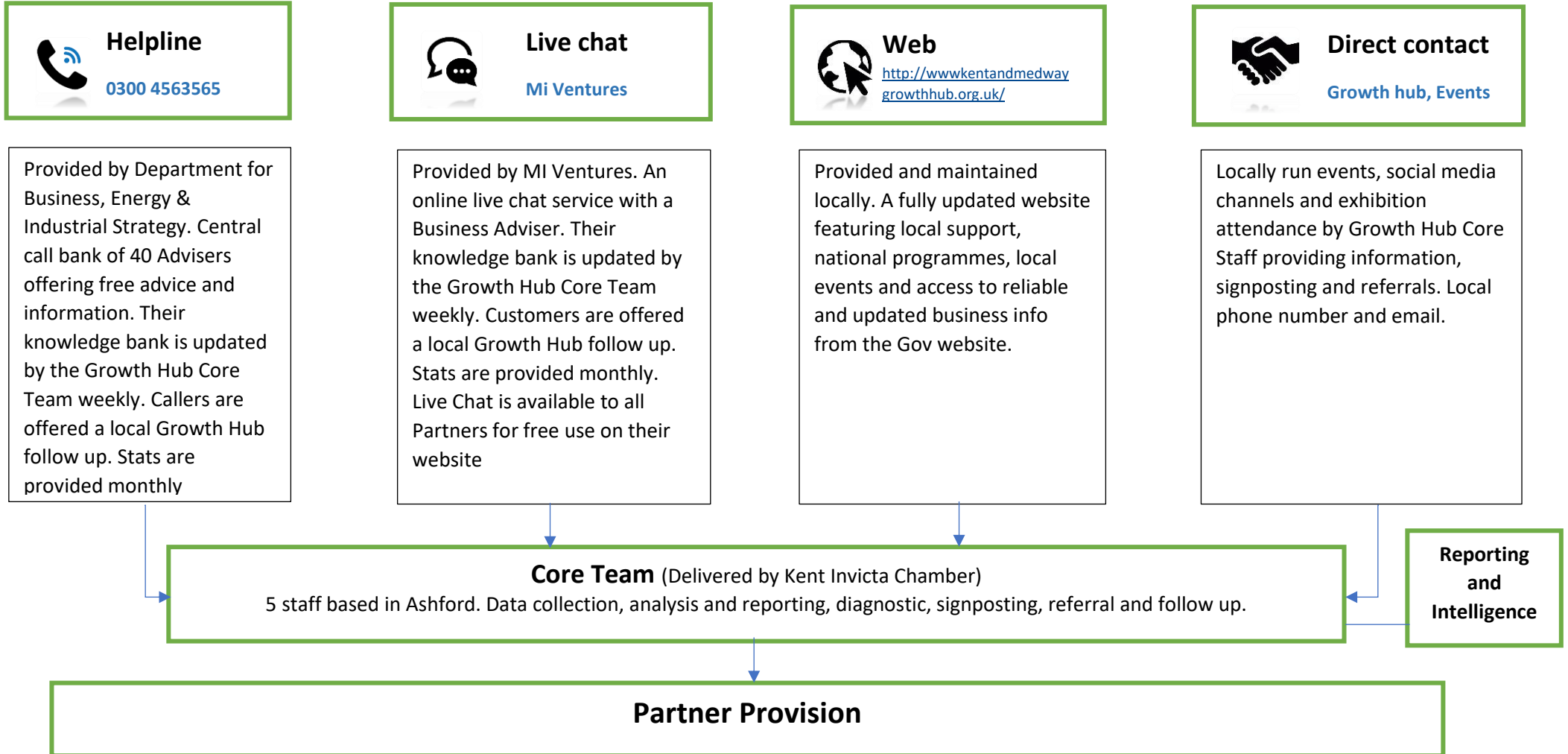
The Hub has a target of 4000 engagements per annum of which 400 must receive a minimum of 3hrs medium intensity support.

We use a number of delivery partners to provide a comprehensive and multi-channel service. This represents significant value for money and helps the harmonise national and local provision more effectively.

All our delivery partners are monitored, updated and measured by the Growth Hub Core Team based in Ashford.

The following diagram illustrates the partners involved

OPERATIONAL CHART





CONTACT DETAILS

WEB

www.kentandmedwaygrowthhub.org.uk

EMAIL

business@kentandmedwaygrowthhub.org.uk & partner@kentandmedwaygrowthhub.org.uk

TELEPHONE

0300 456 3565 (General) & 01233 225447 (Local team only)

ADDRESS

c/o Kent Invicta Chamber, Waterbrook Avenue, Ashford TN24 0LH

TEXT

Text ASKPHIL to 60777

TWITTER

[@KMGrowthHub](https://twitter.com/KMGrowthHub)

Download all images and graphics at <http://www.kentandmedwaygrowthhub.org.uk/media-pack/>



DIGITAL ASSETS

[Click here for download the digital assets.](#)

BANNER WIDE

South East Business | **KENT & MEDWAY Growth Hub**
Your gateway to business growth

The Kent and Medway Growth hub, for all the latest free information on grants, funding and business advice

Tel: 0300 456 3565
Text Ask Phil to 60777
kentandmedwaygrowthhub.org.uk

WEB SIDE BAR

300 X 600

South East Business | **KENT & MEDWAY Growth Hub**
Your gateway to business growth

The Kent and Medway Growth hub, for all the latest free information on grants, funding & business advice

307 X 406

South East Business | **KENT & MEDWAY Growth Hub**
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Tel: 0300 456 3565
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Tel: 0300 456 3565
Text Ask Phil to 60777
kentandmedwaygrowthhub.org.uk



LOGO



**KENT & MEDWAY
Growth Hub**
Your gateway to business
growth

OUR COLOURS



PANTONE 2925 C
C=85 M=21 Y=0 K=0
R=0 G=154 B=218



C=36 M=0 Y=82 K=0
R=174 G=210 B=92



C=88 M=40 Y=41 K=10
R=6 G=117 B=131



C=92 M=69 Y=20 K=4
R=38 G=89 B=142



C=19 M=83 Y=0 K=0
R=200 G=80 B=157

“Ask Phil” CAMPAIGN

In order to achieve our 4000 engagements per annum we have devised a marketing campaign that will make the growth hub service, accessible, approachable and relevant.

During our pilot programme, we identified that whilst business had heard of the growth hub its offer was not understood and the call to action unclear. To remedy this the campaign is based around a virtual character called “Phil”.

Phil is the sort of chap you might meet socially and ask for **his advice on business. He’s married, with children, has successfully run his own business having left the corporate world behind and set up on his own. He lives locally and understands what it’s like to run a business and just how busy it can be. Luckily, he knows a lot about the help that’s out there and can put you in touch with the right people without all the jargon.**

About the Ask Phil campaign

The “Ask Phil” campaign will run for the next 18 months across multiple channels including:

- Radio Heart & Smooth
- Bus adverts
- Instagram storyboard @Philsgrowthtour
- Twitter live chat #askphil
- Live Web Chat online

Details of each element can be found below.





RADIO

Over the next 18 months we will be running a 30 second, first person advert on Heart Radio and Smooth Radio with a call to action of “visit askphil.biz” This web url will redirect.

BUS ADVERT

Bus: Selective - Outside London - Maidstone & Tunbridge Wells.

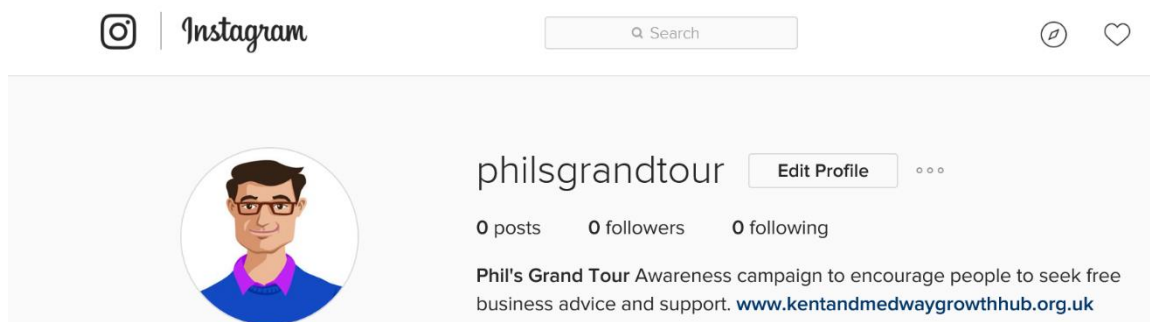
20/02/2017	19/03/2017	4 weeks	30 sites
17/04/2017	14/05/2017	4 weeks	30 sites



PHIL'S GRAND TOUR

Instagram [@philsgrandtour](https://www.instagram.com/philsgrandtour)

Throughout the year, we will be taking a full size cardboard cut-out of Phil around Partner locations to have a picture taken. This picture will then be circulated through channels with copy such as “here’s Phil meeting the team at xxxx to find out how they can help your business”. This is a great opportunity to promote Partners services and there is a request form on our website to invite Phil to your location.



Download all images and graphics at <http://www.kentandmedwaygrowthhub.org.uk/media-pack/>



#ASKPHIL

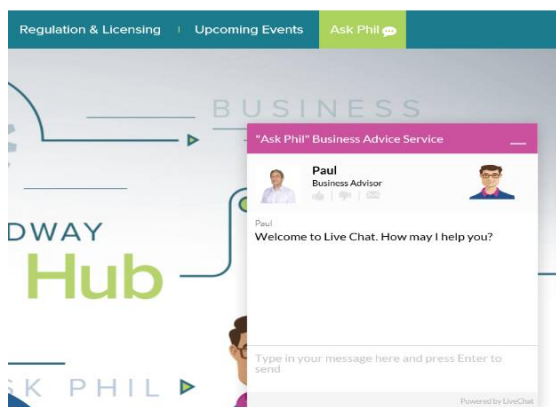
We have opened a TWUBS account and registered the #askphil to help with tracking activity but also to provide live chat. We will invite Partners to provide Twitter Chat sessions around key topics using the #askphil whilst encouraging them to incorporate link in their own Twitter activity.

HASHTAG EMBED CODE

```
<iframe src="http://twubs.com/embed/askphil/?messagesPerPage=5&headerBgColor=%231c6485&headerTextColor=%23ffffff" width="350" height="600" frameborder="0"><a href="http://twubs.com/askphil">#askphil</a></iframe>
```



LIVE CHAT WIDGET



```
<!-- Start of LiveChat (www.livechatinc.com) code -->
<script type="text/javascript">
window.__lc = window.__lc || {};
window.__lc.license = 2445091;
(function() {
  var lc = document.createElement('script'); lc.type = 'text/javascript'; lc.async = true;
  lc.src = ('https:' == document.location.protocol ? 'https://' : 'http://') +
'cdn.livechatinc.com/tracking.js';
  var s = document.getElementsByTagName('script')[0];
  s.parentNode.insertBefore(lc, s);
})();
</script>
<!-- End of LiveChat code -->
```

All Partners have access to a Live Chat service provided through this online widget which can be placed on any website you wish. Simply pass this code to your developers and let us know the URL of the page you are using it on.

DIGITAL ASSETS “Ask Phil”

FLYER



South East Business

KENT & MEDWAY Growth Hub

Your gateway to business growth

“Need information on Grants, Funding and Free Business Advice?”

Kent & Medway Growth Hub is a fully funded service designed to help new and existing businesses find the most suitable type of business support available in their area.

Our team of Business Support Navigators can help you identify relevant programmes; initiatives or funding schemes currently on offer across Kent & Medway and help you access them.



Tel: 0300 456 3565 Text Ask Phil to 60777
www.kentandmedwaygrowthhub.org.uk

84375 Ask Phil A5 flyer.indd 1 17/02/2017 13:15



BANNER WIDE



WIDE BANNER

300 X 600



307 X 406

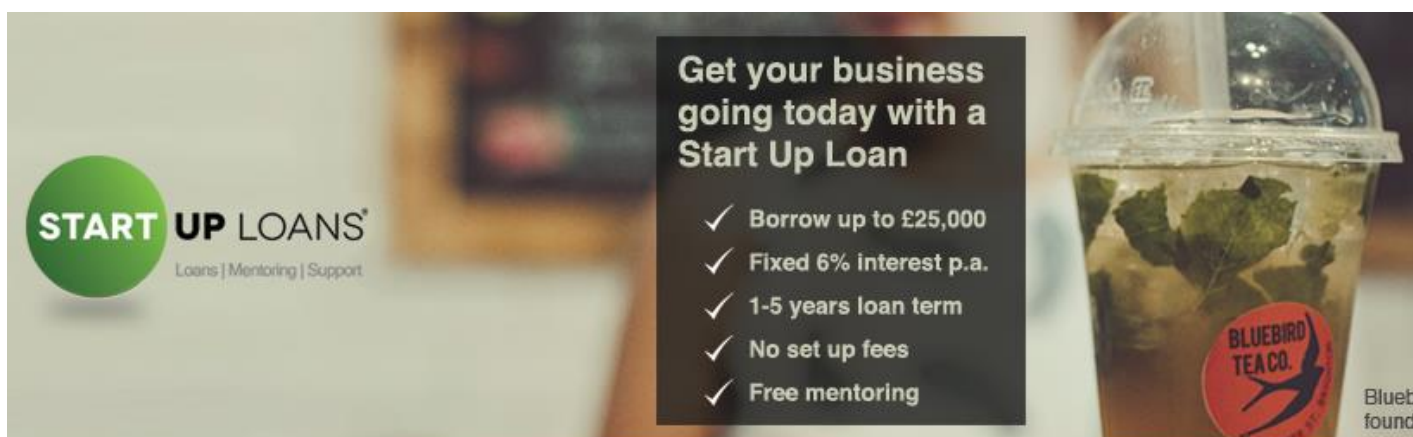


START UP LOANS

The national Start Up Loan scheme provided by the British Business Bank is under performing here in Kent and Medway. We have a strong entrepreneurial foundation in the county and this publicly funded product is of great help to new business. It not only provides unsecured lending but also offers free mentoring for up to 24months. We would be grateful if Partners would consider adding these banners to their site pages.



Start or grow your own business, with the help of a government-backed Start Up Loan and free business support. A great alternative for individuals looking for business loans to fund their start up. Over 40,000 business ideas supported with more than £250 million worth of loans.



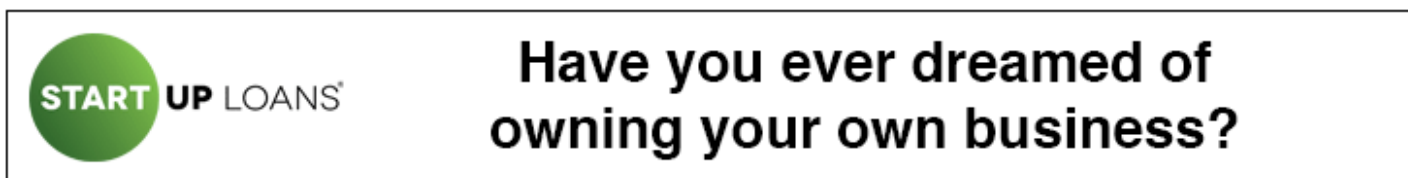
Get your business going today with a Start Up Loan

- ✓ Borrow up to £25,000
- ✓ Fixed 6% interest p.a.
- ✓ 1-5 years loan term
- ✓ No set up fees
- ✓ Free mentoring

970x250-Bluebird-Tea-Billboard JPG/GIF

Embed Code:

```
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var uri = 'https://impgb.tradedoubler.com/imp?type(img)g(23266096)a(2904317)' + new String(Math.random()).substring(2, 11);
document.write('<a href="https://clkuk.tradedoubler.com/click?p=269735&a=2904317&g=23266096" target="_BLANK"></a>');
</script>
```



Have you ever dreamed of owning your own business?

728x90-Brand

JPG/GIF

Embed Code:

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<script type="text/javascript">
var uri = 'https://impgb.tradedoubler.com/imp?type(img)g(23266092)a(2904317)' + new String(Math.random()).substring(2, 11);
document.write('<a href="https://clkuk.tradedoubler.com/click?p=269735&a=2904317&g=23266092" target="_BLANK"></a>');
</script>
```

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300x600-Camper_Shortcuts_Brand

JPG/GIF

Embed Code:

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String(Math.random()).substring(2, 11);
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90" target="_BLANK"></a>');
</script>
```



300x250-Camper_Shortcuts_Brand

JPG/GIF

Embed Code:

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var uri =
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new String(Math.random()).substring(2, 11);
document.write('<a
href="https://clkuk.tradedoubler.com/click?p=269735&a=2904317&g=232
66088" target="_BLANK"></a>');
</script>
```