Oxford Economic Growth Strategy Steering Group Meeting, 28th August 2013

Paper Two – Account Management

This paper has been provided by Dave Waller and Simone McCarthy (Invest in Oxfordshire Team) who will introduce this item.

One of the recommendations in the Economic Growth Strategy is:

- Establish a key account management function for key business clients on business growth and retention for those businesses who are supportive and build effective liaison with the wider business community using existing arrangements to avoid duplication

Invest in Oxfordshire

Account Management Service Development

Invest in Oxfordshire are compiling a list of the top 100 companies in Oxfordshire to develop a proactive account management service for these firms. The objective is to develop long term relationships with senior management in these businesses to safeguard existing employment levels, unblock barriers to growth and assist expansion projects leading to additional job creation.

Utilising indices such as employee numbers and turnover as well as consulting with our own databases and contacts in industry, for example the Inward Investment Sub- Group, we will prioritise a list of companies that we believe will derive benefit from additional support and lead to further job creation in the local area.

Relationships will already exist with a number of these companies across a range of stakeholders including Local Authority Economic Development Officers and Account Managers from Central Government (most likely UKTI or Department of Business, Innovation & Skills - BIS).

We will work with these organisations and decide collectively who is best placed to take the lead in organising visits and to assess who attends meetings. This will vary over time depending on the nature of projects with the company.

Building on an initial list of 40, by the end of May 2013 we will have identified a top 100 list. We will then identify which organisation, and specific person therein, will take the lead. Gareth Ralphs, Partnership Manager for the South East at UKTI, will support us in gaining details nationally managed accounts (either UKTI or BIS) to enable a co-ordinated approach.

It will be the responsibility of the lead person (known as the Account Manager) to assemble initial account teams, whose members will vary depending on the issues that the company are looking to have addressed. A schedule of visits will be drawn up, but company engagement will be driven by the needs of the company's concerned.

It is anticipated that Account Managers will meet with companies on their list at least twice a year. The engagement plan will be continually updated to take account of on-going projects that companies may embark upon and which will draw upon the resources of the various partners.

Areas of support that companies are likely to ask for support on will include:

- Skills development of their workforce
- Recruitment of new staff
- Access to research capabilities e.g. the University of Oxford, the Diamond Synchrotron
- Access to finance (including grant applications e.g. Regional Growth Fund, Technology Strategy Board)
- Access to new markets (sectors and export locations)
- Site/Property search

A draft Account Management Protocol can be seen in Annex 1, with an Invest in Oxfordshire Account Management Visit Report Template in Annex 2.

Annex 1 - Account Management Protocol

Additions to the Oxfordshire Account Management List

If an additional company is to be considered for inclusion on the list, relevant partners will need to be consulted. These shall include Invest in Oxfordshire, Local Authority Economic Development Officers, UKTI, Department for Business, Innovation & Skills (via BIS 'Local')

Criteria taken into account will include the number of employees, turnover, importance to the Oxfordshire economy, importance to the business cluster, the scale of likely business growth and therefore the impact of account management intervention.

Account Manager Role

The nominated Account Manager will take the lead role for a particular company. They will act as the single point of contact for the business to the various business support organisations. This person will have the option of attending all account management visits to the company, regardless of the specific projects being discussed at the time. This person will be responsible for co-ordinating the specialist advice to the company and ensuring that the relevant people attend account management visits – in effect mini project teams will be established on an issue by issue basis.

Content of Meetings

Initial meetings may cover a wide subject area and be with someone in a senior position that has a broad overview of the company, for example the CEO or Managing Director.

Topics covered could include:

- skills development of their workforce
- recruitment of new staff
- access to research capabilities e.g. the University of Oxford
- access to finance
- access to new markets (sectors and export locations)
- commercial property requirements
- soft landing for new recruits (e.g. support for schooling/housing)

Subsequent meetings are likely to focus on particular topics for action. This may then include Directors covering particular areas, for example Human Resources, Site Management or R & D.

Post-Meeting Report Writing

The person in the lead role, or who they nominate, will be responsible for writing up notes of the meeting and circulating to appropriate named individuals. The nature of this work is commercially sensitive and so for each company these named individuals need to be chosen with care. They should be stored electronically on systems that are password protected and therefore only seen by agreed named individuals.

The appropriate Local Authority Economic Development Officer, Invest in Oxfordshire and the UKTI Account Manager (if an overseas owned company) are likely to be included in the circulation.

Each organisation may have different templates for visit reports but will essentially capture the same information. The one for Invest in Oxfordshire, when their staff take the lead for visits, is shown in Appendix 2.

Email: invest@ investinoxfordshire.com
Tel: +44 (0) 1865 894402
www.investinoxfordshire.com

Account Management Report

Company Name	**[Company Name]**
CRM Reference	[Evolutive CRM reference number – copied of reports are saved here]
Address	
Company Website	
Contact Name	
Contact Job Title	
Contact Email	
Contact Telephone	
Account Managed by	[UKTI/LEP/District]
Account Manager	[Name]
Company Overview	
Company Sector	

Contact Date	
Contact Type	
Attendees	
Meeting Summary	
Follow up actions	[Action List]
Copied to	[Names, email addresses and organisations]