

# SEMLEP's Growth Hub

## Partner Toolkit



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# Using this Toolkit

We need your help to share messaging and reach our target audience of local small-medium businesses. This toolkit contains suggested key messaging to businesses, materials and engagement opportunities to help you share on social, in newsletters, on websites and anywhere else you can help reach this audience.

You can download any of the assets shown: <https://www.semlepgrowthhub.com/semleps-growth-hub-toolkit/>

## Contacts

Partnership Manager: [Emmanuelle.Clement@semlep.com](mailto:Emmanuelle.Clement@semlep.com)

Growth Hub Marketing: [Claire.Danaher@semlep.com](mailto:Claire.Danaher@semlep.com)

Growth Hub Events: [Samantha.Hunter@semlep.com](mailto:Samantha.Hunter@semlep.com)

# Key Messaging

## Communicating to SMEs

Get **connected** to local business support

SEMLEP's Growth Hub is a free service available to local businesses in the South East Midlands looking for information, advice and guidance on business support.

Our team have expert knowledge of both national and local business support options available, so we can connect you to the specialist support that is right for you.

Services include free workshops delivered by business experts and one-to-one meetings with an accredited adviser to talk through your business needs and solutions.



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# Newsletter Copy

SEMLEP's Growth Hub supports local businesses through a free service that helps identify and connect businesses to the right business support. The Growth Hub can work with businesses on any opportunity, challenge or need in lots of areas from strategy to finance, sustainability to innovation and productivity to exporting.

Through the Growth Hub's gateway service you can talk directly to an adviser about your business so they can help you get the specialist independent support, advice or information for your business.

SEMLEP's Growth Hub also run a series of free workshops throughout the year covering a range of topics and business skills that you can take back and use in your business.

To learn more go to [www.semlepgrowthhub.com](http://www.semlepgrowthhub.com) or call on 01604 212696.

SEMLEP's Growth Hub is a fully funded support service for local businesses offered by the South East Midlands Local Enterprise Partnership (SEMLEP), the body responsible for promoting economic growth across the South East Midlands.



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# Promotional Materials & Logo

SEMLEP's Growth Hub has an A5 4 page informational leaflet. If you would like to have copies sent to you please contact [Claire.Danaher@semlep.com](mailto:Claire.Danaher@semlep.com) stating the quantity needed and address to send them to.

Download logo and digital leaflet here:

<https://www.semlepgrowthhub.com/semleps-growth-hub-toolkit/>



# Logo

As a government-funded service, we must adhere to service promotion guidelines as set by our funding department. If you would like to include SEMLEP's Growth Hub logo on your own promotional materials, please email [Claire.Danaher@semlep.com](mailto:Claire.Danaher@semlep.com) with your request, including details of where you will be using our branding. We will advise if there are any other guidelines which must be adhered to. This may include guidelines set by HMG or European Funding promotional requirements, where relevant.



The logo must not be changed in any way. The strapline, Connected Business Support should always be included.



Leave a clear space, the height of the 'H' in the logo you are using, all the way around as shown. Please do not let anything get in the way and confuse the logo.

Minimum size 45mm



The logo has a minimum size it can be shown at, which is 45mm. It must never be used smaller than this.



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# Promotional Information Leaflet



SEMLEP's  
**Growth Hub**  
Connected Business Support

Get **connected**  
to free, impartial  
business support



Are you looking to access support for your business?

With the wide range of business support available, finding the one that's right for your business needs can take time. That's where SEMLEP's Growth Hub can help.

We are here to help local businesses realise their ambitions through impartial and tailored information, advice and guidance. We have expert knowledge of the national and local business support available. Using this, we support all small to medium businesses based within the South East Midlands with different aspects of running a business, from finance to innovation to marketing and so much more.

Talk to us today so your business can get connected.

01604 212696

Time to talk through your business needs

To identify and connect businesses to the right support we need to understand your business.

SEMLEP's Growth Hub advisers will talk to you about your business plans, opportunities and challenges, so you can feel empowered and confident in your business choices.

When we know what you need, we can connect you to:

- Specialist business support
- Experienced business advisers
- Free business skills workshops
- Finance opportunities (if applicable)
- And so much more.

Free Workshops

We work with local business support experts to bring you a schedule of free workshops to equip you with new skills, knowledge and tools to take back and use in your business. Check our website for current workshops and to sign up today.

@SEMLEPGrowthHub  
/SEMLEPGrowthHub  
SEMLEP's Growth Hub

There are so many aspects to running a business...

Through SEMLEP's Growth Hub get connected to specialists that can help you with:

- Marketing
- Finance
- Legislation
- Sustainability
- Productivity
- Innovation
- Skills
- Recruitment
- Export
- Business Planning

Call SEMLEP's Growth Hub today on 01604 212696

[semlepgrowthhub.com](http://semlepgrowthhub.com)



SEMLEP  
South East Midlands  
Local Enterprise Partnership

SEMLEP's Growth Hub is a service of the South East Midlands Local Enterprise Partnership.



# Social Media

If you have a professional/personal social media accounts and are happy to interact, please follow us:

Twitter: @SEMLEPGrowthHub

LinkedIn: SEMLEP's Growth Hub

Facebook: /SEMLEP Growth Hub

# Social Media Assets

We have the below assets available to help you promote the Growth Hub services.



You can download them here: <https://www.semlepgrowthhub.com/semleps-growth-hub-toolkit/>



# Video

We have created an introduction video to SEMLEP's Growth Hub which will be shown on our website and used in presentations. You are also welcome to use it as an introduction. If you would like to use it please contact:

[claire.danaher@semlep.com](mailto:claire.danaher@semlep.com)



# Workshops

SEMLEP's Growth Hub run a series of workshops throughout the year in partnership with specialist business support providers. If you would like to partner with the Growth Hub for a workshop please contact [Emmanuelle.Clement@semlep.com](mailto:Emmanuelle.Clement@semlep.com).

Promoting your events:

We can promote workshops on our website, so if you have a free event running that is relevant to SME's please visit the weblink below and add to the Growth Hub's list of events.

<https://www.semlepgrowthhub.com/events/>

Get **connected** to free impartial  
business support

01604 212696  
growthhub@semlep.com

[www.semlepgrowthhub.com](http://www.semlepgrowthhub.com)