

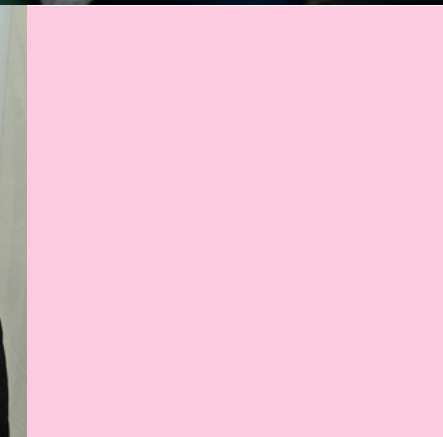


# INVERCLYDE

CHAMBER *of* COMMERCE

est. 1813

## Strategic Plan 2019-2024



# Welcome to Inverclyde Chamber!

## Welcome to the new ICC strategy covering the 5-year period from 2019 to 2024.

Following a recent request for feedback from our members, we hope this Strategic Plan shows we have listened to your views and renews our commitment to provide an excellent standard of service, designed to continuously meet the needs of your business.

Inverclyde's economic regeneration has been a long-term fix, which has proven to be a continuous and steady development of key sites across the area and ultimately attracting more businesses, while maintaining and growing those already based here. It is clear to me that there is a confidence in the air currently about the Inverclyde economy, reflected by the number of businesses choosing to be here.

Inverclyde is also playing its role as part of the £1.1billion Glasgow City Deal - a ground-breaking partnership between the eight local authorities and the Scottish and UK governments - which further helps to fund large scale developments like the new visitor centre at Greenock Ocean Terminal.

This strategy outlines our vision and objectives for Inverclyde Chamber until 2024 as well as sharing our Action Plan for communities and businesses. I hope you will agree this demonstrates our shared commitment to growing the economy, creating jobs, increasing productivity and putting inclusive growth at the heart of all we do.

We can only achieve this through a partnership with you our members and we would invite you to share your thoughts and feedback on our plans. Our ambition for the Inverclyde business community is bold and I look forward to working with you to deliver this in the months and years to come.



**Gavin McDonagh**  
ICC President  
2018-2020



# Introduction To The Strategic Plan

This Strategic Plan for Inverclyde Chamber of Commerce articulates the strategic goals for change and the action plan for bringing about that change. This is an adaptive, non-static document subject to amendment with new and or additional input.

The Plan is not designed as a stand-alone document and is intended to work in conjunction with each year's business plans. We will continue to reach out to our members in order to learn more about how our programs and services are being received and, how we can maximise our efforts to the full benefit of the membership.

As a Member of the Inverclyde Chamber, your views and opinions are critical to the organisation's future success and as always we welcome all feedback on this, or any other matters.



# Our Promise To You

## To Deliver A Stronger Inverclyde Business Community By:

Supporting Inverclyde businesses to be better, seeking to create the right economic conditions for a buoyant Inverclyde economy, whilst enabling our members and their employees to be more successful and prosperous.

Our mission is:

To empower, connect and advocate for business across Inverclyde.



[inverclydechamber.co.uk](http://inverclydechamber.co.uk)



# Our Values

## How We Will Ensure We Are Delivering For Our Members

- We have our members at the heart of everything we do; creating a powerful and cohesive force, enabling us to achieve together what we could not individually.
- We are proactive in seeking the views of key stakeholders and acting as a strong collective voice for business.
- We are visible and high-profile in the business community.
- We are regarded as thought leaders but with a reputation for doing rather than just talking.
- We are fully engaged in shaping, influencing and promoting Local, Scottish and International agendas.
- We seek to stimulate business, providing support, solving problems and opening doors through collaboration with partners in mutually beneficial activities.
- We act as a constructively-critical friend – a challenger brand.



# Strengthen And Grow

- Provide innovative, accessible events and support that meet the needs and interests of the membership.
- Review our Value Proposition to properly align with what is currently being offered and what our members need.
- Complete a refresh of the Chamber branding to give a fresh and contemporary design that promotes Inverclyde as an area to do business.
- Create a revitalised Marketing Strategy that is adequately funded and resourced.
- Utilise marketing tools that will help to promote the Chamber brand and members in a clear, concise and compelling manner to the wider business community.
- Develop engagement strategies that will help to attract, interact with and retain identified market segments (i.e. young professionals).
- Establish new programs geared towards helping Entrepreneurs, such as Mentorship.
- Review our new member on-boarding process and create a buddy network with Board Directors.
- Collaborate with other community organisations when goals and objectives are in alignment.
- Create a mixed package approach for membership that can be tailored to business needs.

# Be The Leader In Advocacy

- Develop non-partisan policies that demonstrate a positive difference for our members, our area and our economy.
- Facilitate the translation of policy and advocacy work at the membership level to better inform the impacts and benefits.
- Secure appropriate resources to enhance capacity, communications and marketing.
- Enhance communication of success stories in all Chamber media and marketing pieces, taking every opportunity to promote our members and local business success stories and items of interest.
- Play an active and critical role in Inverclyde Council's Repopulation Strategy 2020 – 2025 for businesses.
- Organise Policy Thought Leaders roundtable(s) that will appeal to a variety of membership groups.
- Inspire continued and active participation on Inverclyde Council and other local committees to ensure the business voice is heard and represented.



# Deliver Premier Networking

- Facilitate events of all different sizes and designs that are well recognised and attended by the Inverclyde Business Community.
- Find new and innovative opportunities to collaborate with other community and Chamber partners.
- Develop programs and professional development opportunities that enable businesses to grow and prosper.
- Strategically design and roll-out a terms of reference for mentorship.
- Ensure marketing efforts match anticipated attendance at key events.
- Develop strategies to address broader participation by younger business leaders (especially start-ups) and continue to expand support services for both established and emerging female professionals.
- Communicate and promote success stories that have stemmed from the Chamber in terms of benefits derived from professional connections.
- Ensure Members are provided with useful and successful connection opportunities on a regular basis.

# Highest Standards Of Governance

- Ensure that all systems, programs, policies and practices are fully adhered to.
- Annually Review and document updates as needed to “Terms of Reference” for: Nominating Committee, Board Manual, Accreditation, CEO Performance Appraisal, Succession Plans and Reserve Fund Review.
- Develop an “all-levels” succession plan to ensure the organization is always covered with the right people in place.
- Conduct an annual review of a Full Operational Compliance Report (Board).
- Creation of a Diversity Policy for Inverclyde Chamber and businesses.
- Recognise and encourage all of the staff, members and volunteers who make this organisation what it is.



# The Board of Directors

Meet our leaders

Full Bios Are On Our Website

[inverclydechamber.co.uk](http://inverclydechamber.co.uk)



**George McKay.**

ICC Chief Executive

**Heather MacLaurin**

ICC Executive Assistant







## Gavin McDonagh

ICC President

Managing Director - Holt Leisure



## Robert MacDonald

ICC Vice-President

Regional Partner - Succession Wealth



## Lizzy Todd

ICC Director

Managing Director - Tweetiepie Media



## Ian Moffat

ICC Director

Managing Director - Arc Fleet Services





## Alistair Rodgers

ICC Director

Head of Engineering - West College  
Scotland



## Claire McParland

ICC Director

Deputy General Manager - Holiday Inn  
Express

## Penelope Hof

ICC Director + Treasurer

Managing Director - PJH Bookkeeping



## Vacancies

ICC Directors

Join Our Network



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Got Questions ?

W: [inverclydechamber.co.uk](http://inverclydechamber.co.uk)

T: 01475 806 824

E: [seo@inverclydechamber.co.uk](mailto:seo@inverclydechamber.co.uk)

