

## Minutes of the Cheshire and Warrington Local Enterprise Partnership Marketing Cheshire (Marketing & Communications) Sub-Committee Meeting held on 26<sup>th</sup> June 2020, 09.30am, Teams Meeting (online).

In attendance: Adrian Bull, Joe Manning, Stephen Fitzsimons, Brendan Flanagan, Andy Lyon, Steph Ramsden, Nicola Said, Caroline Sangar-Davies, Catherine Walker.

Apologies: Philip Cox

ltem No.	Item	To be Actioned by	By When
1.	<ul> <li>Welcome, Introductions and Apologies</li> <li>a) Apologies noted as above.</li> <li>b) Conflicts of interest. None declared.</li> <li>c) Minutes of the meeting on 24<sup>th</sup> April 2020 recorded as correct and no matters arising</li> </ul>		
2.	<ul> <li>correct and no matters arising.</li> <li>Covid-19 Recovery Strategy <ul> <li>JM summarised the approach to date: response, restart and recovery. Recovery will have a focus on jobs and employment due to anticipated volumes of redundancies. Restart has included focus on supporting various sectors to reopen, as well as the visitor economy (retail and town centres) and ensuring an adaptive approach.</li> <li>Andy Hulme presented on approach to recovery planning. Comments can be sent to Andy. Consultation will commence next month through roundtables, dates will be sent to sub-committee members.</li> <li>SR asked for the opportunity to feed into attendees for consultation events</li> <li>BF commented on the importance of place and vitality of town centres in supporting recovery and the impact of potential shifts in digital demand, home-working, less urban locations.</li> <li>AL commented on the vision and positioning and felt it is a positive to move away from a focus on GVA to how we position our place. JM responded and commented that ideally it would be a place vision, not just a LEP vision, and could be used to leverage collaboration. Our positioning and messaging has to be distinctive to ensure we stand-out and needs to have unique personality to resonate. Consideration needs to be given as to how our marcomms are influenced by the vision.</li> </ul> </li> </ul>	CW/NS/AH	31/7/20
	<ul> <li>Cultural Strategy         <ul> <li>JM updated members on thoughts to date on a cultural strategy and posed some questions: How do we integrate in to the recovery strategy, or is it stand-alone; how broad do we want to take this; should it be more jobs focused.</li> <li>Action: JM and BF to move forward and bring back to the sub-committee at the next meeting.</li> </ul> </li> </ul>	JM/Brendan	
	<ul> <li>Covid-19 Restart         <ul> <li>Nicola Said presented slides on the re-opening plan for the visitor, retail and hospitality sector.</li> </ul> </li> </ul>		21/8/20

3.	<ul> <li>AB commented that the approach appears to be flexible and adaptable which is welcome. Our communications has to be sensitive and aligned to current sentiment.</li> <li>JM agreed and confirmed it will be a fine balance in shifting the campaign to help rebuild consumer confidence and get people spending safely. It will need ongoing management as campaigns move forward.</li> <li>Website Update from 6B Digital         <ul> <li>Ryan McNamara from 6B took members through the visuals for the new LEP group website, outlined approach and some of the features/designs.</li> <li>Action: Keep committee updated on progress</li> </ul> </li> </ul>	CW/NS	O/G
4.	<ul> <li>Perceptions Research <ul> <li>CW provided a verbal update on the progress of the perceptions research, with the majority of interviews now complete. Final report that will then be tested with stakeholders is likely to land end of July.</li> <li>Discussion between members followed about the brand narrative and how we can use the people, the brand associations and businesses operating here to tell our story with personality, potentially getting around the place of places challenge and the lack of identity with national audiences. They also discussed the opportunity around experiences and using experiences to tell a story that is more emotive.</li> <li>Important to use our local audience, particularly businesses, to help amplify and reinforce our values. Action: Stakeholder session to test findings with subcommittee members, to be arranged.</li> </ul> </li> </ul>	NS	21/8/20
5	<ul> <li>Inward Investment Research</li> <li>CW provided an update on progress of the inward investment research report. Some delays given the changing inward investment landscape, so initial report expected to land towards the end of July.</li> <li>SF commented that the business environment had changed so greatly that there is a need for a 6 month plan that is jobs focused, as well as the mid-term plan for inward investment that looks at service and delivery, as well as targeting approach.</li> <li>Action: Committee to be kept updated on progress.</li> </ul>	CW/NS	Before 21/8/20
6	AOB - No matters arising.		