

Coast to Capital Board meeting No. 30 14 July 2016	Ref No. 30.14
Report Title: Communications Update	
Report by: Samantha Philpott	
Recommendation: 1. The Board is requested to note the content of this report.	

Board Member Engagement

1. The new corporate presentation, script and video tutorial have been sent to all Board Members and are ready to be used at meetings. Jonathan and I have already started using it and the feedback from external stakeholders has been positive, with one person saying it was the best LEP presentation they had seen.
2. Board Members have now been allocated their first meeting with a Chamber of Commerce. I have tried to select a chamber that is local to your business or home. I will provide briefing notes, a bespoke presentation with amended script prior to any meeting and will then contact you afterwards to find out how it went and follow up on any issues/concerns that were raised so that we can send out a follow-up email. Other meetings with businesses to follow.

Website

3. Our developers STORM have now produced two design concepts which are being considered by the team and key stakeholders. Following approval we can then move onto the build stage and I will begin writing new copy for the website. We are still on schedule to go live by the end of summer.

BREXIT Communications

4. Working closely with colleagues in the team we are producing weekly evidence-based reports to government on the impact BREXIT is having on businesses in the region.
5. A general reactive statement was issued to the Argus newspaper and is available on the website. Another statement on ESIF funding is being prepared and the European team is working closely with other LEPs including EM3 and SELEP on a joint ERDF working group to understand the ramifications this will have on the region.

Growth Deal 3

6. Worked closely with Jamie Watson to produce a fact-based power-point presentation in support of the Growth Deal 3 submission letter which was sent to Greg Clark on 17 June. This will be amended for the Ministerial Challenge to include slides on the bids being put forward.
7. We will now prepare an eight page brochure which will illustrate our bids further in time for the final submission on 28 July.

Events

8. We supported the official launch of the Rural Statement. The event was held at Brinsbury College on 6 July and hosted by Julie Kapsalis for around 30 key stakeholder and included a tour of Hepworth's new brewery. A press release was sent to media outlets and social media channel. The Executive Summary and full report are now available on the website.

New Intern

9. Zak Clisby a Marketing undergraduate from University of Chichester will be replacing Alicia Burnett on a 12-month internship and will be reporting to me. He starts on 25 July and will have a week's handover with Alicia. Although he will work closely with me on the marketing and communications sides of the business, he will also be working with other members of the team on other projects as and when required.

Stakeholder e-newsletter

10. The June edition of the stakeholder e-newsletter was issued during the first week of June.

Press releases

11. Issued during June

- BCMY - new Growing Places recipient announcement
- EU referendum statement
- Business growth grants programme launched

Next steps – 22 September meeting

12. The new website will be live and a demonstration will be given at the next meeting.

13. Will have begun to start developing a suite of new marketing materials.

14. Discussions around the possibility of hosting a business conference in spring 2017 need to take place - this need to be agreed by the September meeting to give us six-month lead time to gain sponsorship and speakers.

Samantha Philpott
Communications Manager
July 2016