



**Minutes of the Cheshire and Warrington Local Enterprise Partnership  
Marketing Cheshire (Marketing & Communications) Sub-Committee Meeting  
held on 24<sup>th</sup> April 2020, 09.30am, Teams Meeting (online).**

**In attendance:** Adrian Bull, Philip Cox, Joe Manning, Stephen Fitzsimons, Brendan Flanagan, Andy Lyon, Steph Ramsden, Nicola Said, Catherine Walker.

**Apologies:** Caroline Sangar-Davies, Jacqueline Wilson, Andy Farrall

Item No.	Item	To be Actioned by	By When
1.	<p><b>Welcome, Introductions and Apologies</b></p> <ul style="list-style-type: none"> <li>a) Apologies noted as above.</li> <li>b) Conflicts of interest. None declared.</li> <li>c) Joe Manning has now taken up his role as CEO of Marketing Cheshire and DCEO of the LEP and replaces Andy Farrall on the sub-committee.</li> <li>d) Minutes of the meeting on 2<sup>nd</sup> Feb 2020 recorded as correct and no matters arising.</li> </ul>		
2	<p><b>LEP Delivery Plan 2020/21</b></p> <ul style="list-style-type: none"> <li>• Now finalised recognising written and approved prior to Covid-19. Plan will be published online shortly and an <u>e-version shared with sub-committee members</u>.</li> </ul>	CW	30/4/20
3	<p><b>COVID-19 Response and Recovery</b></p> <p><b>Covid Response</b></p> <ul style="list-style-type: none"> <li>• CW and NS gave an overview of communications activity.</li> <li>• LEP stakeholder comms to influencers and networks; Business Support comms directing to advice, support.</li> <li>• MC have a 4-strand approach (trust, support, profile, recovery) – working with wider industry not just partners.</li> <li>• Promoting #ourcheshire and using social media extensively</li> <li>• Working with Destination Chester and Destination Cheshire networks to shape recovery approach for reopening.</li> <li>• All comms geared towards capturing information for CRM to support future comms.</li> </ul> <p><b>Covid Recovery</b></p> <ul style="list-style-type: none"> <li>• The LEP and MC are working extensively on recovery plans, with the LEP chairing the Economic Resilience Cell.</li> <li>• The original plan for place marketing was to attract and retain businesses and talented people, but general feeling that it seems like the wrong time for this kind of promotion.</li> <li>• The visitor and retail economy is the hardest hit and PC suggested that the sub-committee need to discuss potential approach for place marketing in this context and whether the budget available should be channelled in to supporting the reopening of the visitor economy.</li> <li>• Wide ranging discussion including the following main points:</li> </ul>		

	<ul style="list-style-type: none"> <li>○ Still opportunity to target A/B's whose disposal income hasn't been as impacted but recognising that many consumer groups may be cautious about travelling and spending.</li> <li>○ Supporting the recovery of the Visitor Economy via a re-opening marketing campaign will provide a foundation for showcasing a place people want to live in.</li> <li>○ Pace and sensitivity is a priority, need to be in tune with the pressures on both supply and demand side, messaging needs to be sensitive and seek to build confidence.</li> <li>○ Business investment may still be a focus, the inward investment study will provide insights to this.</li> <li>○ Marketing to residents is a valuable component</li> <li>○ Timing of building the overnight market needs to be right.</li> <li>○ Need to join-up the marketing with other cells so we can connect campaign plans being discussed in different groups.</li> <li>○ Focus on re-employment and job matching, upskilling and reskilling residents to accelerate recovery.</li> <li>○ Opportunity to work with business to co-fund a campaign, particularly non-tourism businesses that have CSR/community focused budgets.</li> </ul> <ul style="list-style-type: none"> <li>• <u>Need to develop a pitch for businesses based on a campaign plan</u></li> </ul>	NS/CW	o/g
4	<p><b>Single Growth &amp; Communications Hub</b></p> <ul style="list-style-type: none"> <li>• NS explained that the Employer Skills Board (governance structure for the skills programmes) advocated a cohesive approach to marketing the skills programmes.</li> <li>• Currently working through a co-ordinated approach to marketing and communications, plus some development of the corporate identity for the LEP family of organisations.</li> <li>• NS going to <u>share a presentation</u> given to the Employer Skills Board that explains the co-ordinated approach in detail.</li> </ul>	NS	30/4/20
5	<p><b>Contract updates</b></p> <p><b>External Perceptions</b></p> <ul style="list-style-type: none"> <li>• CW confirmed that Up There Everywhere had commenced work on the external perceptions contract, with an additional piece of quantitative research activity. Early findings starting to come through. Will update members at the next meeting.</li> </ul> <p><b>Inward Investment</b></p> <ul style="list-style-type: none"> <li>• Hatch appointed and well underway with the research. Since the landscape has changed significantly they are also looking, when forecasting, at sector dynamics for our non-priority sectors. The purpose of the research: to understand the role</li> </ul>		

	<p>inward investment can play in growing our sectors, remains the same but the data that supports it is of course shifting.</p> <p><b>Website Redevelopment</b></p> <ul style="list-style-type: none"> <li>• 6B Digital appointed with the project moving forward at pace. Estimated 12-16 build schedule.</li> <li>• SR suggested taking learnings from current web traffic to inform development.</li> <li>• BF referenced conversation under item 3 and reinforced the need to understand the hospitality &amp; leisure sector impact. MC gathering this kind of intelligence but if there is need for additional depth, this could be commissioned.</li> <li>• JM observed that similar conversations happening in various response cells, so LEP to join up conversations to optimise response.</li> <li>• SF commented that response needs to focus on where support can have greatest impact.</li> <li>• CW referenced the Covid response bulletin in response to question raised by SR, the bulletin summarises results from marketing activity. CW will <u>ensure all members are on the distribution list and receive an update on Covid marketing performance.</u></li> </ul>	CW	30/4/20
6	<p><b>AOB</b></p> <p><b>MIPIM</b></p> <ul style="list-style-type: none"> <li>• CW confirmed that MIPIM 2020 had been cancelled with an 80% refund of floor space and 100% of the cost of passes retrievable from Reedmidem. Discussed with members that packages include pass costs and contribute to delegation/stand delivery. Members of the sub-committee, based on the covid comms themes (trust), recommended that the LEP Board consider giving 100% refunds to partners, but share the true costs with partners.</li> <li>• AB/ SR / SF confirmed their agreement to this recommendation.</li> <li>• <u>CW to submit paper for the LEP Board.</u></li> </ul> <p><b>Crewe Place Brand Project</b></p> <ul style="list-style-type: none"> <li>• BF confirmed the Crewe Place brand project, led by Hemingway, is almost complete with the brand narrative due to be concluded by early May. CW Confirmed that UP are in direct communication with Hemingway team.</li> </ul> <p><b>Joe Manning</b></p> <ul style="list-style-type: none"> <li>• JM confirmed he is <u>hoping to arrange 1:1's</u> with as many as possible over the coming weeks.</li> </ul>	CW	15/5/20
		JM	30/6/20