



**Minutes of the Cheshire and Warrington Local Enterprise Partnership
Marketing Cheshire (Marketing & Communications) Sub-Committee Meeting
held on 13th December, 11am, Wyvern House, Winsford.**

In attendance: Philip Cox, Andy Farrall, Brendan Flanagan, Stephen Fitzsimons, Andy Lyon, Steph Ramsden, Nicola Said, Jacqueline Wilson, Catherine Walker.

Apologies: Adrian Bull, Caroline Sangar-Davies

Item No.	Item	To be Actioned by	By When
1.	<p>Welcome, Introductions and Apologies</p> <ul style="list-style-type: none"> a) Apologies noted as above. b) Andy Farrall has been appointed interim DCEO and CEO of Marketing Cheshire, replacing Mark Livesey. James Lawton-Hill has stood down from his MC Board role due to a career move. PC also referenced the LEP Chair recruitment with interviews taking place in January and noted that various Board appointments will also be made in the New Year. c) Conflicts of interest. None declared. 		
2	<p>Matters arising from the minutes of the previous meeting</p> <ul style="list-style-type: none"> • Stakeholder matrix had been sent to the sub-committee members with the papers for the meeting.No other matters arising. 		
3	<p>LEP Delivery Plan</p> <ul style="list-style-type: none"> • CW ran through the key actions in the 2019-20 Delivery Plan that the sub-committee have responsibility for. There are a couple of outstanding actions that aren't likely to be delivered before the end of the financial year (1) Comprehensive database that integrates with CRM, (2) The LEP brand review. • CW explained that the LEP is reviewing its CRM system that resulted in a discussion with the local authority reps at the meeting about exploring options for using the same system. • The importance of capturing intelligence back in to the LEP to help influence local policy was highlighted and agreed. • <u>ACTION:</u> AF to discuss and move forward. • <u>ACTION:</u> BF to find out situation with SAGC assets and CEC CRM. • <u>ACTION:</u> CW to develop a quadrant stakeholder grid and distribute. <p>2020-21 Delivery Plan</p> <ul style="list-style-type: none"> • CW explained the process for determining 2020-21 key actions for marketing & comms and invited discussion and ideas from the sub-committee. • PC confirmed that a draft will go to the LEP board in January. • NS commented that a resource plan for MC to deliver place marketing is being developed. 	<p>AF BF CW</p>	<p>31/01/20 31/01/20 31/01/20</p>

	<ul style="list-style-type: none"> ACTION: CW to write a short paper outlining discussion and send to sub-committee members for feedback. 	CW	07/01/20
4	<p>Place Marketing</p> <ul style="list-style-type: none"> Following the last meeting of the sub-committee, CW confirmed that she had delivered two presentations to the MC Board, and to Economic Directors, to outline and gain agreement on the next steps. This included: undertaking a perceptions study to inform a place marketing strategy and narrative; inward investment strategy development and the role inward investment can play in growing our sectors; short business survey to understand immediate place based talent and retention challenges. The sub-committee had received with the papers the outline briefs for the perceptions study and the inward investment research and were invited to provide feedback: <ul style="list-style-type: none"> Discussion about the need for perceptions and inward investment research (SF), with general agreement reached that we do need to undertake perceptions but that the inward investment paper may not be needed with such depth (AF/PC/All). Definitely need to understand what role II can play in growing our sectors, is there a market worth going for and what would the targeting approach be, to what extent can inward investment support the growth of our sectors (PC). Suggested that we should only focus on LIS priorities but disagreement from the committee members who urged the LEP to consider emerging sectors and the role of tech in enabling other sectors (All) BF commented that both perceptions and understanding our targeting approach for Inward Investment links back to sectors and understanding the lifestyle drivers in each allows us to refine/gear what we say, to who. AF agreed that it's important to understand the perceptions of potential inward investors and those working within those sectors. AF confirmed that once we understand those perceptions, the strategy deployed within a place marketing approach will be tailored and resonate with target audiences. ACTION: CW to refine the inward investment paper to incorporate tech as an enabler (ensuring the definition of tech skills is understood). 	CW	07/01/20
5	<p>Brand Review and Website Update</p> <ul style="list-style-type: none"> CW confirmed that while the LEP family brand review is currently on-hold pending Place Marketing deliverables, we are moving forward with redeveloping the LEP family of websites. A brief has been written and is just being checked for technical requirements. ACTION: Brief to be developed and issued. 	CW	20/12/19
6	<p>Sequencing of Deliverables</p> <ul style="list-style-type: none"> NS presented a timeline for the deliverable components of place marketing, stressing the overlap of activities to ensure progress 		

	<p>rather than succession. Other components that will influence or depend on the place marketing e.g. the cultural strategy, have also been fed into the timeline.</p> <ul style="list-style-type: none"> • SR asked what support the sub-committee needed to give, with PC and AF confirming it's helping to ensure that the right stakeholders and governance procedures are highlighted, that members feedback internally to the right people as needed to help things progress quickly. • <u>ACTION</u>: stakeholder engagement plan to be developed (2 tiers; stakeholders for decision making and stakeholders to support development of the narrative within the wider place context). • <u>ACTION</u>: NS To amend sequencing delivery plan with additional component around campaign planning and distribute to the group. 	<p>CW/NS</p> <p>NS</p>	<p>Tier 1: 28/02/20</p> <p>Tier 2: 28/2/20</p> <p>07/01/20</p>
7	<p>2020 Business Engagement Events</p> <ul style="list-style-type: none"> • CW presented a paper with a proposal for business engagement events for 2020. The aim is to introduce a new series of events that provide opportunity for thought-leadership, policy area discussion as well as learning in a bid to widen the LEPs reach with the business community. • SF referenced the need to leverage social media, and encouraged all LEP staff to proactively use social channels. • <u>ACTION</u>: sub-committee members to provide feedback on proposal 	<p>all</p>	<p>20/12/19</p>
8	<p>2020 Sub-Committee Meeting Schedule</p> <ul style="list-style-type: none"> • Discussed the frequency of meetings now that the sub-committee is established. • Agreed to ensure that all meetings work with the sequencing in agenda #6 so that meetings have a purpose and contribute to delivery. • <u>ACTION</u>: CW to review delivery timeline and adjust meetings as needed. • Suggestion of short task groups being formed to support delivery between meetings. 	<p>CW</p>	<p>06/01/20</p>
9	<p>AOB</p> <ul style="list-style-type: none"> • None arising 		

Appendix A

A visualisation of the purpose and outcomes that each workstream aims to deliver.

