

**Minutes of the Cheshire and Warrington Local Enterprise Partnership**

**Marketing Cheshire (Marketing & Communications) Sub-Committee Meeting**

**held on 4th October, 9am, Queens Campus, University of Chester.**

**In attendance:** Adrian Bull, , Brendan Flanagan, Nicola Said, Stephen Fitzsimons, Caroline Sangar-Davies, Andy Lyon, James Lawton-Hill, Catherine Walker, Andy Devaney, Rachael Zaidel-Lamb.

**Apologies:** Mark Livesey, Jacqueline Wilson, Christopher Capes

**Absent:** Lisa Harris

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| Place marketing * What we know
* What we need to know
* What we need to do
* By when.

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| Growth Hub marketing plan. |
| AOB.Hemingway design appointed for crewe town council |

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| Item No. | Item | To be Actioned by | By When |
| 1. | **Welcome, Introductions and Apologies**1. Apologies noted as above. Christopher Capes has now left CWaC, Lisa Harris is the named representative with a substitute attending as needed.
2. Conflicts of interest.

None declared. |  |  |
| 2 | **Matters arising from the minutes of the previous meeting*** Outstanding action: CW to send the stakeholder matrix to the group
* Group members to then suggest top 3/5 priority stakeholder groups
* Project plan with timelines delayed to be developed as a result of this meeting with input from members of the sub-committee
 | **CW****All****CW / all to comment** | **31/10/19****14/11/19****31/10/19** |
| 3 | **Update on LEP brand review and website/s redevelopment**CW advised that the LEP corporate brand review and the website redevelopments would be delayed and scheduled to follow the place marketing strategy development. The sub-committee discussed the importance of having the briefs written so that they could be issued at the right time, and so this work doesn’t then inadvertently hold up progress on place marketing.The sub-committee suggested that the group members need to consider a timeline that identifies optimal scheduling of activity. Draft to be developed and shared with sub-committee for input. | **CW/NS****CW/NS** | **31/10/19****31/10/19** |
| 4 | **Place Marketing**CW reminded members of the outcomes and purpose discussion at the previous meeting and provided additional context in relation to the Local Industrial Strategy. AD provided an overview of inward investment and the current status of the strategy development, outlining that the strategy needs to align to the LIS, the market, Regeneris’ proposition development work of 2018 and an enquiry management approach. There was some discussion around a sub-regional identifier/sense of ‘family’, and how that connects organisations together e.g. England’s northwest of NWDA days; and the need for a consistent narrative – which would come out in the place marketing activity. SF also asked about the SAGC website and whether this would be lost or repurposed – BF confirmed it has been reskinned for the immediate term. CW then took the sub-committee through and internal briefing note that explored:* Challenges facing the sub-region;
* Opportunities
* Gaps in knowledge/what we need to answer
* Perceptions gaps

Full and detailed discussion led to the suggestion that a core research piece is needed to answer some of the questions arising: * Talent gap analysis (sectors, role value, timeline)
* Inward investment appraisal to inform targeting (people and business)
* Perceptions, what do target markets know/feel/understand about C&W

Proposed next steps: * Research
* Perceptions
* Inward investment strategy target sectors/markets – to inform people focused marketing
* Timeline of activity and when different components will need to come together.
 | **Research proposal AD** **Full paper CW** **Perceptions brief** **NS** | **23/10/19****23/10/19** **23/10/19** |
| 5 | **Growth Hub Marketing & Comms plan** RZL and AD took the sub-committee through the proposed marketing plan for the Growth Hub. Due to resources the plan focuses heavily on raising the profile of the GH through partners and referrals and using digital channels to pro-actively engage the market and the sub-committee agreed that this would be the most effective. Queries raised: * Could the use of case studies help with long-term positioning
* Need to incorporate benchmarks for the objectives/targets
* Sharpen objectives and be clear on objectives/targets for campaigns specifically
* Clarity of proposition will be important across digital channels
* Review impact when developing next years plan

AB will feedback to the Marketing Cheshire Board. AD/RZL to return to the sub-committee at a later date to feedback on progress and impact of marcomms activity.  | **RZL to incorporate responses to queries raised**  | **30/10/19** |
| 6 | **AOB**BF advised that Crewe Town Council have appointed Hemingway Design for the development of their place brand strategy.  |  |  |

**Appendix A**

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

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