



## **LEP – Sub Committee**

### **Growth Deal Management Board**

**Private and Confidential: No**

8 March 2017

### **Quarterly Communications Activity Update – March 2017** (Appendices A and B refer)

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#### **Executive Summary**

#### **Quarterly Communications Activity Update – March 2017**

#### **Recommendation**

The Board is asked to note the contents of the attached update.

#### **Background and Advice**

The Growth Deal Management Board had previously asked that individual projects submit communications strategies and action plans, explaining how they will promote their projects to a variety of audiences. In addition, they are asked to provide a quarterly activity report, detailing their completed activities over the preceding three months and their planned activities for the next three months. That information is presented in Appendix A.

The LEP's PR agency, SKV Communications, has agreed to provide a quarterly summary of Growth Deal-related media activity, in the same way as it currently does for full LEP Board meetings (Appendix B). Once provided with information on future key milestones on Growth Deal projects, SKV will have a co-ordinating role to ensure that communications from project sponsors reflect the key themes of the Growth Deal as a whole.