



LEP – Sub Committee

LEP - Growth Deal Management Board

Private and Confidential: NO

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Growth Deal Revised Communications Protocol

Appendix 'A' refers

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Executive Summary

At the June meeting of the Growth Deal Management Board it was agreed that a revised draft Communications Protocol for the Growth Deal Programme would be developed. The revised protocol would focus on ensuring that the communications and publicity of Growth Deal investments was aligned to the wider 'We are Lancashire' economic narrative.

This would ensure that a step-change in the way the Growth Deal programme and individual investments are communicated as a key enabler of wider economic growth and regeneration in Lancashire rather than as a piecemeal project by project approach. This will ensure real value is added to the Growth Deal proposition and the wider Northern Powerhouse agenda.

It has also been agreed that SKV Communications, who are responsible for delivering the LEP's strategic communications activity under the guidance of the Chief Executive of Marketing Lancashire, also manage the communication of the LEP's Growth Deal programme.

The revised Communications Protocol for Lancashire's Growth Deal Programme is attached at Appendix A.

Recommendation

The Growth Deal Management Board is asked to:

- 1) Consider and approve the revised Communications Protocol for Lancashire's Growth Deal Programme.