



LEP – Sub Committee

LEP - Growth Deal Management Board

Private and Confidential: No

Date: Wednesday, 13 November 2019

Growth Deal Communications Update

Appendices 'A' and 'B' refer

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Executive Summary

The Growth Deal Management Board is asked to receive the Growth Deal Communications Report covering the period December 2018 to August 2019. Communications, Public Relations activity and media coverage relating to Lancashire's Growth Deal Programme can be found at Appendices A and B to this report.

Recommendation

The Growth Deal Management Board is asked to note the contents of this report.

Background and Advice

The report has been prepared by SKV Communications, who are the commissioned consultants currently responsible for delivering the Lancashire Enterprise Partnership's strategic communications activity which includes managing the communication of the Growth Deal Programme.

As Growth Deal Management Board will be aware, a condition of receiving Growth Deal funding is for partners to adhere to the Growth Deal Communication Protocol which is place to ensure the key messages of Lancashire's £320m Growth Deal Programme are proactively and effectively communicated. The report prepared by SKV identifies an inconsistency of approach amongst Growth Deal recipients in the application of the communication protocol. As part of the periodic performance conversations with Government, there is a requirement for the Lancashire Enterprise Partnership to ensure it actively promotes its and investment activities, as well as the Government's Northern Powerhouse initiative. As a result, the management of Growth Deal communications will be reviewed as part of a wider review of the Lancashire Enterprise Partnership's strategic communications activity over the coming months.

Appendix A - Communications & Public Relations Activity
Appendix B - Media Coverage



List of Background Papers

Paper

Date

Contact/Tel

none

Reason for inclusion in Part II, if appropriate

none