

Summary

- Business Board agreed at July Board to take on external advice and support for branding and comms
- Capsule Marketing appointed September with brief to:
 - Set out post LEP identity, recognising existing in-flight Suffolk brands
 - Develop key messaging concepts
 - Develop assets in support of Economic Strategy launch (website, content etc)
- Brand and comms focused on economic activities (skills, business support, investment etc)
- Initial analysis and workshops held including with Business Board and as part of 'Pride of Place' deep dive
- Preferred identity to be agreed by Board
- Two-part launch in December and January

How are others doing this?



Hertfordshire Futures is direct replacement for their LEP and brings together all sub brands



Colchester
Ultra Ready for Business



Business Board part of Council and is LEP replacement



Cambridge Ahead focused on the city

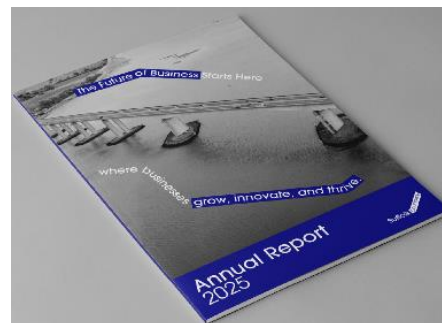
THE BUSINESS BOARD

Inward Investment focused brand focused on investment and property opportunities

Proposals from Capsule – preferred option



Proposals from Capsule - alternatives



Other naming proposals considered including:

PowerUp Suffolk

Engage Suffolk

Thrive Suffolk

Advance Suffolk

Activate Suffolk

Recommendation: Suffolk Economy is the right way forward for the brand

- Suffolk Economy will act as an overarching anchor brand encapsulating multiple initiatives such as:
 - Invest Ipswich
 - Norfolk & Suffolk Unlimited
 - Connected Innovation
 - And other programmes that may developed over time
- Suffolk Economy ensures an emphasis on its core objective of economic growth; promoting the economy of Suffolk to multiple audiences
- It has longevity as a brand name, without sounding like another government-led initiative
- It allows us to create multiple messages focused on specific initiatives such as awards, and campaigns such as inward investment or pride of place
- It has gravitas and authority as a brand name, and would appeal to multiple audience

Suffolk Economy can act as an umbrella for many other initiatives, that may change over time



Next steps and decision

- Agree preferred branding
- Economic Strategy wave 1 launch w/c 9th December, including
 - Website holding page
 - Press release from Business Board and Councils
 - Communication via Suffolk Convention group
 - Interview with Business Board Chair
- Strategy shared with civil servants
- Strategy shared with key Ministers
- Economic Strategy wave 2 launch January, including
 - Full website
 - First intervention launch
 - Further press, social and video content