

Communications approach for Business Board and Economic Strategy

Current position

Business Board feedback and summer workshops concluded overall Suffolk economic offer requires stronger communication, both in terms of overall vision, and in terms of stronger signposting of e.g. business support, skills offer etc.

Scope of work

1. Define an overall identity for the post-New Anglia LEP economic 'brand' for Suffolk, which will likely include further developing the 'Suffolk Economy' brand.
2. As part of this work consider existing / LEP identities that the market recognises and draw these together into an overall coherent comms approach including
 - New Anglia Growth Hub
 - Norfolk and Suffolk Unlimited
3. Develop comms launch pack and schedule including website, videos, press releases and other assets.

Next steps

1. Initial workshop with Business Board sponsor, supporting officers and other stakeholders – early October
2. Present back proposals to Business Board in November
3. Develop launch pack and materials ready for finalisation of Economic Strategy