



THE BUSINESS BOARD

BUSINESS BOARD	AGENDA ITEM NO: 3.4
27 JULY 2020	PUBLIC REPORT

BUSINESS BOARD COMMUNICATIONS UPDATE

1.0 PURPOSE

- 1.1 The purpose of this report is to update members on Business Board related communications and PR activity.

<u>DECISION REQUIRED</u>	
Lead Member:	Austen Adams, Chairman of the Business Board
Lead Officer:	John T Hill, Director: Business and Skills
Forward Plan Ref: Not applicable	Key Decision: No
<p>The Business Board is recommended to:</p> <p>Note the update on recent Business Board related communication activity for June 2020.</p>	

2.0 BACKGROUND

- 2.1 The Business Board requested a Communications update as a standing item on the agenda for meetings to ensure Members are fully aware and engaged on both Business Board and Combined Authority communication and PR activity, with a particular focus on reporting support for Covid-19 recovery. Information on communication messaging and digital marketing analytics for June 2020 are detailed within the attached report (**Appendix 1**).
- 2.2 Members are asked to note that future communication updates will now be brought to and reported at Business Board Activity Update meetings.

3.0 FINANCIAL IMPLICATIONS

3.1 There are no direct financial implications arising from the report.

4.0 LEGAL IMPLICATIONS

4.1 There are no direct legal implications arising from the report.

5.0 APPENDICES

5.1 **Appendix 1:** Business & Skills Communication Report - June 2020

<u>Background Papers</u>	<u>Location</u>
None	Not applicable