



## THE BUSINESS BOARD

<b>BUSINESS BOARD</b>	<b>AGENDA ITEM NO: 3.5</b>
<b>26 MAY 2020</b>	<b>PUBLIC REPORT</b>

### 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.

<b><u>DECISION REQUIRED</u></b>	
<b>Lead Member:</b>	<b>Austen Adams, Chair of the Business Board</b>
<b>Lead Officer:</b>	<b>John T Hill, Director of Business and Skills</b>
<b>Forward Plan Ref:</b> n/a	<b>Key Decision:</b> No
The Business Board is recommended to:  Note the content of this report.	

#### 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 available for Covid-19 recovery. The information is included in **Appendices 1, 2 and 3**.

#### 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: Covid 19 Business Resilience Communications Strategic Objectives and Plan (April 2020)

5.2 Appendix 2: Press Release Coronavirus Communications to Date (1st May 2020)

5.3 Appendix 3 - Digital Marketing Analytics (April 2020)

<b><u>Background Papers</u></b>	<b><u>Location</u></b>
None	