

	<ul style="list-style-type: none"> - AB commented that the approach appears to be flexible and adaptable which is welcome. Our communications has to be sensitive and aligned to current sentiment. - JM agreed and confirmed it will be a fine balance in shifting the campaign to help rebuild consumer confidence and get people spending safely. It will need ongoing management as campaigns move forward. 		
3.	<p>Website Update from 6B Digital</p> <ul style="list-style-type: none"> - Ryan McNamara from 6B took members through the visuals for the new LEP group website, outlined approach and some of the features/designs. - Action: Keep committee updated on progress 	CW/NS	O/G
4.	<p>Perceptions Research</p> <ul style="list-style-type: none"> - CW provided a verbal update on the progress of the perceptions research, with the majority of interviews now complete. Final report that will then be tested with stakeholders is likely to land end of July. - Discussion between members followed about the brand narrative and how we can use the people, the brand associations and businesses operating here to tell our story with personality, potentially getting around the place of places challenge and the lack of identity with national audiences. They also discussed the opportunity around experiences and using experiences to tell a story that is more emotive. - Important to use our local audience, particularly businesses, to help amplify and reinforce our values. - Action: Stakeholder session to test findings with sub-committee members, to be arranged. 	NS	21/8/20
5	<p>Inward Investment Research</p> <ul style="list-style-type: none"> - CW provided an update on progress of the inward investment research report. Some delays given the changing inward investment landscape, so initial report expected to land towards the end of July. - SF commented that the business environment had changed so greatly that there is a need for a 6 month plan that is jobs focused, as well as the mid-term plan for inward investment that looks at service and delivery, as well as targeting approach. - Action: Committee to be kept updated on progress. 	CW/NS	Before 21/8/20
6	<p>AOB</p> <ul style="list-style-type: none"> - No matters arising. 		