



SWANSEA BAY CITY DEAL Joint Committee

10th February 2022

SBCD Communications, Marketing & Engagement

Purpose:	To update Joint Committee on communications, marketing and engagement activities for the SBCD portfolio and its constituent projects
Policy Framework:	Swansea Bay City Deal (SBCD) Joint Committee Agreement (JCA)
Recommendation(s):	It is recommended that Joint Committee: <ol style="list-style-type: none">1. Note the communications and marketing update including the SBCD Communications and Marketing Plan attached at Appendix A and SBCD Communications & Engagement Schedule attached at Appendix B
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Finance Officer:	Chris Moore (SEC 151 Officer)
Legal Officer:	Tracey Meredith (Monitoring Officer)

1. Introduction

The SBCD is an unprecedented investment in the Swansea Bay City Region, which has the power to significantly boost regional economic prosperity. Communications, marketing and engagement are essential to raise the profile of the investment portfolio, while keeping residents, businesses and all stakeholders informed of progress and opportunities for benefit.

2. Background

The SBCD Communications and Marketing Officer is part of the SBCD Portfolio Management Office.

An SBCD Communications & Marketing Plan (Appendix A) is in place, which has helped drive significant positive media coverage across the region and beyond. Also in place is an SBCD Communications & Engagement Schedule (Appendix B), which contains a forward plan of communications and marketing activity.

The SBCD Communications & Marketing plan includes:

- Key messaging
- Targeted stakeholders
- Protocols for the media, visits and Business Case approvals
- Guidance on logo usage
- Information on communications and marketing tools being used
- Details on business engagement
- Information on communications sub-groups

The SBCD Communications and Marketing Plan and SBCD Communications & Engagement Schedule have been updated in line with the recommendation from the Portfolio Gateway Review dated July 2021

3. Financial Implications

There are no financial implications associated with this report. All costs in respect of SBCD marketing and promotions will be contained within the approved Portfolio Management Office budget

4. Legal Implications

There are no legal implications associated with this report.

Background Papers: None

Appendices:

- A: SBCD Communications & Marketing Plan
- B: SBCD Communications & Engagement Schedule