

**West of England Partnership  
Joint Scrutiny Committee  
Friday 5 March**

## **Communications and media**

### **Purpose**

1. To inform members of current and future work on promoting the objectives of the Partnership

### **Report**

2. Over the past two years the Media and PR support to the Partnership Boards and Joint Committees has focused on
  - Development and promotion of strategic sub-regional plans such as the Joint Local Transport Plan, the Draft Joint Waste Core Strategy the MAA and Single Conversation
  - Evidencing, developing, prioritising and promoting bids for strategic infrastructure bids, based on the work within the plans.
  - Engaging and consulting stakeholders and the public on strategic plans and Infrastructure bids
3. This is done through a range of channels such as [www.investwest.com](http://www.investwest.com) and joint marketing promotions, the development and promotion of integrated transport schemes using the Travel+ brand and general marketing and PR work.
4. This has raised awareness of the West of England Partnership and its work within the sub-region to a level where we now need to strengthen our approach to broaden the effort.
5. Future work needs to focus on promoting with national and local stakeholders, as well as the public, an integrated view of the sub-regional objectives, priorities and outcomes in the medium to long term in order to secure;
  - Buy-in to policies, strategies and infrastructure bids
  - Their contribution to realising the planned outcomes
  - Confidence in the economic potential of the sub-region, and its leadership and strategic capacity to deliver its objectives
  - Investment by the public and private sector.

### **Recommendation**

6. That members give their views.

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