

## Agenda Item 4: Key Messages

Author: Robin Milton, Nick Steven-Jones & Pippa Lain-Smith, Plain Speaking PR

### Background

The development of the Norfolk Local Growth Plan and the supporting action plan has identified those sectors which are key to the Norfolk economy. With industry-leading clusters, world-class research institutions, and a resilient business base, Norfolk is well-positioned to become a national leader in clean energy, agri-food innovation, and digital transformation.

However in order to realise this potential, the voice of the county must be clear, consistent, and aligned around strategic priorities that reflect both its unique assets and shared ambition. This requirement has been noted by members of the Norfolk Business Board and was reinforced at the joint meeting with the Suffolk Business Board in February 2025.

The role of the Norfolk Business Board is to support the implementation of the Growth Plan by identifying those messages which can promote the strengths of the Norfolk economy both locally and nationally across all networks and platforms.

### Development

Representatives of the Norfolk Business Board have attended two workshops facilitated by Robin Milton and Nick Steven-Jones to refine and align messaging.

Work included:

- Identifying priority areas.
- Building unified narratives and key lines
- Agreeing the next steps

The workshops identified the need for two levels of messaging - one at county and one at sector level to provide the appropriate detailing at each level.

Outputs have been refined into a two-page document that captures Norfolk's economic strengths and provides an immediate sense of why this county matters on a national level and where investment can make a difference. (Appendix A)

Once signed off this document will equip Norfolk Business Board members, Norfolk Ambassadors and all stakeholders with the details required to provide a consistent voice for national and regional advocacy.

Development of the more detailed messaging will be led by board members and will incorporate feedback from Norfolk Ambassadors and key sector partners.

## **Recommendation**

Board members are asked to review Appendix A and, subject to any amendments agreed at the meeting, endorse the Norfolk Key Messages for publication.

Board members are asked to lead on the development of more detailed messaging for their sector.