

Appendix 3 – Recommendation 2

Example of rebrand of business support offer

Invest Stockton-on-Tees. www.investstocktonontees.co.uk [Twitter](#) [LinkedIn](#) /InvestSOT

BUSINESS SUPPORT

Businesses in the Borough have access to free, impartial advice through the Council's Economic Development Team. The team are here to help and can provide guidance and information to those who want to start a new business, grow an existing business, or invest in or relocate to one of Stockton-on-Tees' many excellent strategic business locations.

We will work with you to understand your needs and help you to achieve your goals in the Borough including:

- Finding the perfect location
- Getting to know the area
- Planning advice
- Expanding into new markets
- Building business networks
- Contracts and supply chain
- Recruiting the right workforce
- Start-up advice and information
- Identifying funding opportunities

LET'S TALK

Email us at invest@stockton.gov.uk
Call us on 01642 528384

Example of business support social media post

Invest Stockton-on-Tees @InvestSOT · Mar 21

Businesses in the Borough have access to free, impartial advice through the Council's Economic Development Team.
Discover more: investstocktonontees.co.uk/business-suppo...

Let us help you achieve your business goals 🚀

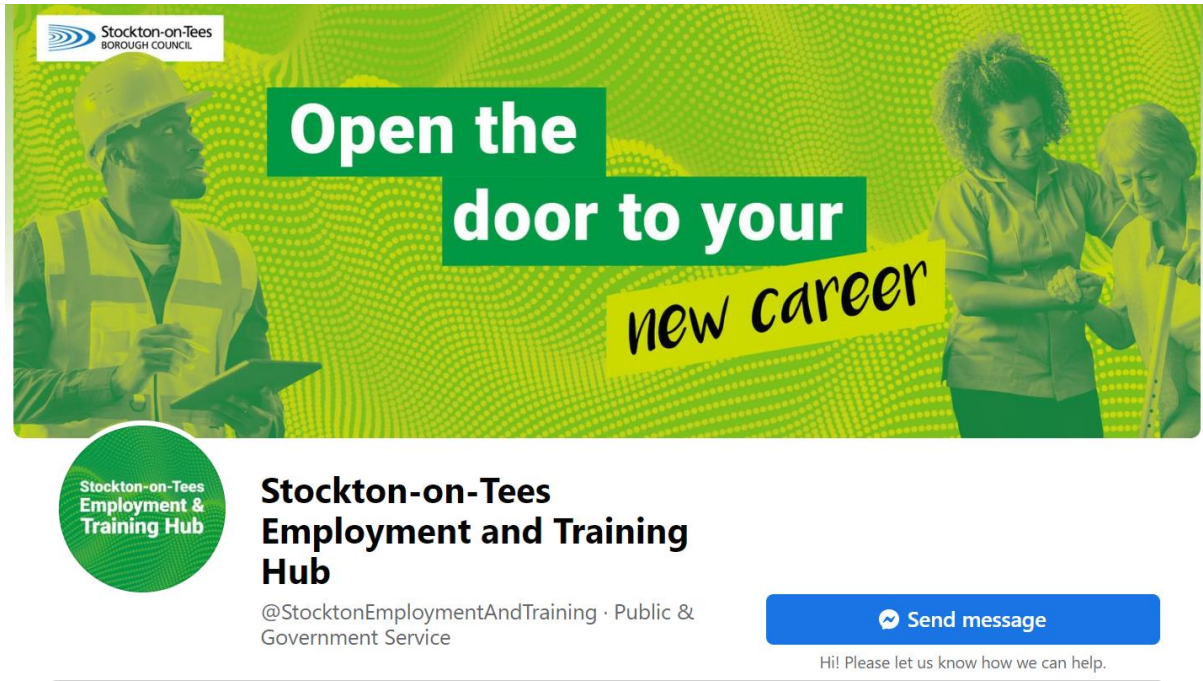
#Investstocktonontees #Businessstockton

Invest Stockton-on-Tees.

A GREAT PLACE FOR BUSINESS

0:02 | 120 views

Example of Stockton-on-Tees Employment & Training Hub social media post



The image shows a Facebook post for the Stockton-on-Tees Employment & Training Hub. The post features a green and yellow background with a pattern of dots. On the left, a man in a white hard hat and high-visibility vest is looking at a tablet. On the right, two women are looking at a document. The text 'Open the door to your new career' is written in white and yellow. The Stockton-on-Tees Borough Council logo is in the top left. Below the image is a circular profile picture for the hub, the name 'Stockton-on-Tees Employment and Training Hub', the handle '@StocktonEmploymentAndTraining', and a 'Send message' button. A message below the button says 'Hi! Please let us know how we can help.'

Example of promotion of business grants post on social media



The image shows a Twitter post from Invest Stockton-on-Tees (@InvestSOT) dated Mar 10. The post is titled 'ARG UPDATE' and contains the text: '@stocktoncouncil's ARG scheme criteria has been widened to include applications from driving instructors and taxi drivers/private hire drivers. For full eligibility and application stockton.gov.uk/covid-addition...'. Below the text is a video thumbnail showing a modern building with the text 'BUSINESS GRANTS' overlaid in large white letters on a blue background. The video thumbnail also has the Stockton-on-Tees Borough Council logo in the bottom left corner. The Twitter interface shows 2 retweets and 3 likes.

Example of business recovery scheme residential weekend

<https://www.youtube.com/watch?v=CpMBWLO1IAA>