

Moving forward for **KENT**

Supporting economic recovery in Kent

Together with our partners, Kent County Council wants to help encourage people to safely return to businesses and activities across the county and get the local economy going again.

Kent County Council will continue to support businesses and employers and make strategic interventions to support growth, development and economic recovery following Covid-19.

But we also need to build and sustain confidence across all parts of the local economy and show that we are all safely getting back to business.

That's where you come in.

This toolkit is for everyone interested in rebuilding a successful and thriving Kent economy. It provides information and tools to help us all send a strong, positive and consistent signal about economic recovery in Kent.

We can build economic confidence by showing people the countless actions, large and small, that people, businesses, organisations and sectors across the county are doing to get us all *Moving Forward for Kent*.

How you can support the campaign:

The campaign has been designed for to you use whenever you are talking positively to your customers, suppliers, employees and other stakeholders, about recovery and how you are getting back to business. This might include things like:

- Re-opening date and time
- Changes to opening times
- Introduction of a new appointment system
- Launch of a new click & collect or delivery service
- Changing business processes to adhere to the Covid-19 guidelines
- Recruitment and job creation
- Investment in your business or sector
- Announcing a new contract or major sales win
- Anything else you can think of that contributes to Kent's economic recovery!

Getting involved:

When you're talking to your customers, employees and communities about the positive actions you're taking to get back to business safely, just follow these simple steps to support the campaign:

Step 1 – use the campaign hashtag #forKent on your social media posts

Step 2 – use the campaign visuals in your social media posts (these can be downloaded from www.kent.gov.uk/forKent)

Step 3 – use the phrase “Moving Forward for Kent” in your copy for example:

<*a high street shop*> is Moving Forward for Kent by opening on 5th July with some changes to keep our clients and our staff safe.

<*ABC Multinational*> is Moving Forward for Kent by investing in a new research facility in Ashford, creating around 30 new jobs by the end of the year.

<*regional plumbing service*> is Moving Forward for Kent by offering a 10% discount on all boiler orders received before 31st August.

<*a dental surgery*> is Moving Forward for Kent by resuming appointments with social distancing measures in place from 13th July (please phone for availability).

<*a local authority*> is Moving Forward for Kent by maintaining essential bin collections for residents.

Step 4 – share and support posts that talk about Moving Forward for Kent and are tagged with #forKent.

Essential info:

- The campaign is launched on 1st July and will run throughout Kent's recovery phase
- All marketing assets are downloadable from www.kent.gov.uk/forKent and are free to use.
- We'll be creating more materials as the campaign develops.
- If you need specific artwork, or have ideas to help develop the campaign, then please email us at COVID19Comms@kent.gov.uk and we'll try to help create what you need.
- Artwork has been created to be flexible and adaptable to fit your message – we'll be releasing editable artwork files on Friday 3rd July so you can tailor them further.

