



CITY DEAL

Preston, South Ribble & Lancashire

CITY DEAL EXECUTIVE AND STEWARDSHIP BOARD

Private and Confidential: NO

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Investment Marketing Update Report

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Executive Summary

This report provides an update on investment marketing following the January 2017 meeting of the City Deal Executive and Stewardship Board (E&SB), subsequent discussions between Freshfield and national commercial agents and approval, via written resolution, that *Invest Central Lancashire* be adopted for the campaign to articulate the investment opportunities to support the delivery of City Deal commercial and housing sites.

Freshfield will present a framework for the *Invest Central Lancashire* Prospectus at the meeting.

The report also provides an update on the implementation of the 2016/17 Communications Strategy and Action plan.

Recommendation

The City Deal Executive and Stewardship Board are asked:

- (i) To note the progress made in developing an *Invest Central Lancashire* theme;
- (ii) To approve the framework for an *Invest Central Lancashire* prospectus, as presented at the meeting;
- (iii) To request that a draft *Invest Central Lancashire* prospectus be presented at the forthcoming E&SB Workshop;
- (iv) To note the feedback from the City Deal Place North West Event on 7th February 2017
- (v) To note the need for an ongoing campaign action plan and request that a



CITY DEAL

Preston, South Ribble & Lancashire

comprehensive Marketing, Communication and Events Plan is prepared and brought to the June 2017 meeting; and

- (vi) To note the ongoing activity in respect of the implementation of the existing communications plan.

Background and Advice

1. Investment marketing

- 1.1 Ensuring we have a consistent investment narrative is vital to ensure we are attracting high-level commercial investors into central Lancashire over the coming next few years. Following agreement by the E&SB, and working through Marketing Lancashire, Freshfield are commissioned to pull together an investment narrative for investors and developers, promoting the commercial opportunities available in the City Deal area.
- 1.2 The narrative will highlight those opportunities available to investors in the city centre and district centres, including projects underway and in the pipeline. This work will support the production of collateral to be used at events, and the wider promotion of the City Deal programme.
- 1.3 Freshfield facilitated a workshop in December 2016 which was attended by 30 professionals from commercial, property, investment and marketing sectors. Freshfield presented the findings of the session at a January 2017 meeting of the E&SB. Following the presentation and discussion the E&SB requested that the views of national agents be sought on the name and positioning of the proposed investment prospectus.
- 1.4 Freshfield spoke to senior directors at four national agents: Colliers International; Lambert Smith Hampton; CBRE; and Jones Lang LeSalle. A sample of the feedback is set out below:



CITY DEAL

Preston, South Ribble & Lancashire

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| Feedback | <ul style="list-style-type: none">• You must demonstrate success• Need to maximise role in Northern Powerhouse, proximity to Manchester• Use facts and figures – this community communicates in numbers• Central Lancashire for me.• There must be investment opportunities not just visions• Investment message / theme is more important than the name• You need a strapline• Using Lancashire allows a wider story and a wider reach• Central Lancashire suggests being at the Centre• Don't focus on international market, they are not looking at secondary / tertiary cities• You need to emphasise game changing opportunities• You need a sustained programme. You need to get to a stage where when you talk about your brand people know what you are talking about. It needs time and effort• Lancashire allows you to use more assets such as heritage.• You need to surprise the market. Create a 'wow – I didn't know that was here' feedback. It's creates confidence and talk-ability.• It's about place and people. |
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1.5 Following this feedback the Chair of the Executive updated the E&SB members and the E&SB approved a report, via written resolution, recommending that *Invest Central Lancashire* be adopted, building and utilising the We are Lancashire – the place for Growth - theme and narrative.

1.6 Work on an *Invest Central Lancashire* prospectus content is continuing apace and Freshfield are working with the City Deal Communications group, economic development officers from the Councils and the HCA, and promoted site owners and developers to ensure the content is fit for purpose and responds to the feedback from the workshop and the national agents. A shell of the brochure, setting out a “look and feel” will be presented to the E&SB by Freshfield at the meeting.

1.7 It is anticipated that a working draft of the *Invest Central Lancashire* prospectus will be available towards the end of March 2017 and it is recommended that an update on the document, including potential launch proposals be provided at the forthcoming E&SB Workshop.

2. Place North West Event – February 2017

2.1 The City Deal partners, as part of the We are Lancashire – the place for growth - campaign, and in association with leading property news and investment website Place North West ran an event in February which was attended by more than 120 developers, investors and property professionals. The half-day conference, hosted at headquarters of accountants RSM, covered a broad range of topics from the strengths of the local economy and what it is like doing business in the area, to the proactive planning and development support property companies and investors can benefit from when they invest in Central Lancashire. While not formally launched, the



CITY DEAL

Preston, South Ribble & Lancashire

Invest Central Lancashire theme was successfully used on banners and on presentations made at the event. The feedback from the panellists, attendees, Marketing Lancashire and Place North West on the content of the event, the offer in Central Lancashire and on the *Invest Central Lancashire* theme has been positive.

3. 2017/18 Marketing, Communications and Events Plan

- 3.1 The successful Place North West event, and the continuing feedback from the development community reinforces the requirement for the E&SB to consider, invest in and implement a comprehensive Marketing, Communications and Events Plan in order to build momentum and articulate the investment opportunities to support the delivery of City Deal commercial and housing sites.
- 3.2 This layered Plan will need to draw together all aspects of the City Deal and *Invest Central Lancashire*, including the implementation of the Community Infrastructure Plan, the Infrastructure Delivery Plan and the Skills and Employment Plan. It will therefore include local and strategic site, highway and community infrastructure communications and consultations with local communities, activity being implemented through the City Deal Skills and Employment task group and the *Invest Central Lancashire* marketing programme.
- 3.3 It is recommended that a draft City Deal Marketing, Communications and Events for 2017/18 is now prepared which will require input from the City Deal Communications group, economic development officers from the Councils and the HCA, Marketing Lancashire and Freshfield.
- 3.4 It is recommended that a draft Plan, along with capacity and resource implications is presented to the E&SB at its meeting in June 2017.

4. 2016/17 Communications Strategy and Action Plan Implementation Update

- 4.1 It is important to appreciate that a significant amount of work continues to be invested in the implementation of the current Communications Strategy and Action Plan and forthcoming events, prior to June 2017, where the City Deal will be promoted include:
 - Lancashire Business Expo, Preston – 24 March
 - BOOST Lancashire Conference - March
 - Launch of the Preston City Living Strategy - TBC
 - Insider Business of Lancashire event – April – TBC
- 4.2 A summary of the communications support in respect of the implementation of the Infrastructure Delivery Plan including media relations, website, social



CITY DEAL

Preston, South Ribble & Lancashire

media and where appropriate engagement with residents and businesses and stakeholders, is set out below:

Road schemes

- Broughton Bypass - new completion date announced and monthly stakeholder /resident updates on the construction
- A582 widening - Improvement work completed at Tank Roundabout
- A582 widening – work started on Pope Lane
- Penwortham Bypass - planning application submitted

Community infrastructure

- Bamber Bridge - local centre improvements and highway improvements
- Bamber Bridge – new gateway feature
- New Hall Lane – work restarted on the junctions and monthly stakeholder/resident updates on the delivery
- Cannon Street, Preston - public realm improvement work.

Strategic developments

- Cuerden strategic site – pre planning application consultation and planning application submitted
- Preston Youth Zone – planning application approved

Coming up

- Cuerden development site planning application determined.
- Preston Western Distributor – planning application determined
- Planning applications for a number of housing sites.