

# Preston, South Ribble and Lancashire City Deal

## Invest Central Lancashire 2017-18 Communications Strategy



The communications and marketing approach over the next year will focus on continuing to get messages out to local communities and businesses, amplifying the message on a regional scale and promoting the City Deal to a regional, national and international audience.

It will continue to be closely aligned as one of the Lancashire Enterprise Partnership's (LEP) 'offers' and Marketing Lancashire will maintain the lead on delivering the communications activity

targeted at businesses, developers and agents on a regional national and international level. The communications sub group will work closely alongside Marketing Lancashire to shape a narrative for Preston, South Ribble and Lancashire and promote City Deal activity at a local level.

\*This document is a live document and will be continually updated in line with City Deal project milestones.

| Activity   | April 2017 Q1 | May  | June   | July Q2   | August   | September   | October Q3                               | November  | December |
|--|---------------|--|--|---|--|---|--|---|----------|
| INVEST CENTRAL LANCASHIRE – INWARD INVESTMENT ACTIVITY | REGIONAL      | 26 Apr - Launch of the City Centre Living Strategy – breakfast event | 1 May - Department for International Trade 'Exporting is Great' roadshow event - LBP | 26 June – Place North West Northern Transport Summit (LEP/ML)<br><br>27-29 June – Inside Housing: 2017 Housing Conference, Manchester – TBC<br><br>20 June – Insider Business of Lancashire Conference (LEP/ML) | Winckley Square Creative Business Sector editorial feature – TBC<br><br>Regional launch of City Centre Living Strategy – TBC | Preston Housing Zone sites update editorial feature |  | Invest Central Lancashire Proposition – Part 1 launch (PNW)<br><br>HCA housebuilder liaison meeting – TBC |          |
|  | NATIONAL      |  |  |   |  |   | 18 – 20 October MIPIM UK London (LEP/ML) | MJ editorial feature (FOC)  |          |
|  | INTERNATIONAL |  |  | 19-25 Paris Air Show (LEP led)  |  |   |  |   |          |

| SUPPORTING ACTIVITY                  | Activity  | April 2017 Q1                 | May   | June                          | July Q2   | August                             | September  | October Q3                                      | November                      | December   |
|--------------------------------------|---|-------------------------------|---|-------------------------------|---|------------------------------------|--|---|-------------------------------|--|
| KEY MILESTONES                       | Harris Quarter – ongoing activity on site                           |                               | Preston City Centre - Canon Street – work complete    |                               | Penwortham Bypass planning application determined – TBC           | Completion of the Broughton Bypass | EZ spine road complete- TBC  | LCC Cross Street properties start on site – TBC |                               | Preston Bus station – work on concourse complete |
|                                      | Society 1 offices opening (Cross St/ Winckley Square)               |                               | Bamber Bridge scheme phase 1 complete/Phase 2 starts? |                               | Preston Western Distributor planning application determined – TBC | Park Hotel announcement – TBC      | Preston Youth Zone - start of work   | A582 – Pope Lane work complete                  |                               |  |
|                                      | Preston Housing Zone – Capacity Fund announcement                   |                               | HCA Accelerated Construction bid announcement - TBC   |                               | Cuerden strategic site – planning application determined – TBC    |                                    |  | Completion of Stoneygate Masterplan – TBC       |                               |  |
|                                      | Former post office hotel announcement – planning committee 27 April |                               |   |                               | Preston City Centre – New Hall Lane – work complete               |                                    |  | Various housing milestones                      |                               |  |
| Various housing milestones           |   |                               |   | Various housing milestones    |   |                                    |  |   |                               |  |
| MEDIA RELATIONS                      | Ongoing scheme support  | Ongoing scheme support        | Ongoing scheme support                                | Ongoing scheme support        | City Deal – 3 years on and looking ahead                          | Broughton Bypass official opening  | Ongoing scheme support   | Ongoing scheme support                          | Ongoing scheme support        | Ongoing scheme support                           |
|                                      | LEP led activity  | LEP led activity              | LEP led activity                                      | LEP led activity              | LEP led activity  | LEP led activity                   | LEP led activity   | LEP led activity                                | LEP led activity              | LEP led activity                                 |
| DIGITAL                              | lancashirelep.co.uk/city-deal                                       | lancashirelep.co.uk/city-deal | lancashirelep.co.uk/city-deal                         | lancashirelep.co.uk/city-deal | lancashirelep.co.uk/city-deal                                     | lancashirelep.co.uk/city-deal      | lancashirelep.co.uk/city-deal  | lancashirelep.co.uk/city-deal                   | lancashirelep.co.uk/city-deal | lancashirelep.co.uk/city-deal                    |
|                                      | @LancsCityDeal  | @LancsCityDeal                | @LancsCityDeal  | @LancsCityDeal                | @LancsCityDeal  | @LancsCityDeal                     | @LancsCityDeal   | @LancsCityDeal                                  | @LancsCityDeal                | @LancsCityDeal                                   |
|                                      | @LancsLEP   | @LancsLEP                     | @LancsLEP   | @LancsLEP                     | @LancsLEP   | @LancsLEP                          | @LancsLEP  | @LancsLEP                                       | @LancsLEP                     | @LancsLEP  |
| Lancashire Business Brief            | Lancashire Business Brief   | Lancashire Business Brief     | Lancashire Business Brief                             | Lancashire Business Brief     | Lancashire Business Brief   | Lancashire Business Brief          | Lancashire Business Brief  | Lancashire Business Brief                       | Lancashire Business Brief     | Lancashire Business Brief                        |
|                                      |   |                               |   |                               | e-bulletin issued   |                                    | e-bulletin issued  |   |                               | e-bulletin issued                                |
| STAKEHOLDER AND COMMUNITY ENGAGEMENT |   |                               |   |                               |   |                                    | Leyland and Cuerden zone leaflets distributed                                | Preston City Centre zone leaflets distributed   |                               |  |
|                                      |   |                               |   |                               |   |                                    | Penwortham and Lostock Hall and North West Preston zone leaflets distributed |   |                               |  |

|  | Activity                             | January 2018 Q4   | February  | March   | April 2018 Q1   | May   | June   | July Q2   | August  | September   |  |
|--|--------------------------------------|---|---|---|---|---|--|---|---|---|--|
| INVEST CENTRAL LANCASHIRE – INWARD INVESTMENT ACTIVITY | REGIONAL                             |   | Invest Central Lancashire Part 2 (PNW)  | 2 March - Lancashire Business Expo  |   |   | North West Business insider event – TBC  |   |   |   |  |
|  | NATIONAL                             |   | 20 - 21 Northern Powerhouse Annual Conference (LEP led)   |   |   | The Times Business Supplement – TBC   |  |   |   |   |  |
|  | INTERNATIONAL                        |   |   | MIPIM – Cannes (LEP/ML)   |   |   |  |   |   |   |  |
| SUPPORTING ACTIVITY                                    | KEY MILESTONES                       | Preston Bus station - Work begins on public piazza – TBC<br><br>Various housing milestones            | Broughton Bypass corridor work starts - TBC   | A582 widening – full route consultation - TBC<br><br>Completion of Market Canopies<br><br>Completion of Harris Quarter Masterplan | Plans approved for UCLan masterplan – timing – TBC<br><br>Various housing milestones                  | Fishergate – phase 3 work starts - TBC  |  | Various housing milestones  |   |   |  |
|  | MEDIA RELATIONS                      | Ongoing scheme support<br><br>LEP led activity  | Ongoing scheme support<br><br>LEP led activity  | Ongoing scheme support<br><br>LEP led activity  | Ongoing scheme support<br><br>LEP led activity  | Ongoing scheme support<br><br>LEP led activity  | Ongoing scheme support<br><br>LEP led activity   | Ongoing scheme support<br><br>LEP led activity  | Ongoing scheme support<br><br>LEP led activity  | Ongoing scheme support<br><br>LEP led activity  |  |
|  | DIGITAL                              | lancashirelep.co.uk/city-deal<br><br>@LancsCityDeal<br><br>@LancsLEP<br><br>Lancashire Business Brief | lancashirelep.co.uk/city-deal<br><br>@LancsCityDeal<br><br>@LancsLEP<br><br>Lancashire Business Brief | lancashirelep.co.uk/city-deal<br><br>@LancsCityDeal<br><br>@LancsLEP<br><br>Lancashire Business Brief<br><br>e-bulletin issued    | lancashirelep.co.uk/city-deal<br><br>@LancsCityDeal<br><br>@LancsLEP<br><br>Lancashire Business Brief | lancashirelep.co.uk/city-deal<br><br>@LancsCityDeal<br><br>@LancsLEP<br><br>Lancashire Business Brief | lancashirelep.co.uk/city-deal<br><br>@LancsCityDeal<br><br>@LancsLEP<br><br>Lancashire Business Brief<br><br>e-bulletin issued | lancashirelep.co.uk/city-deal<br><br>@LancsCityDeal<br><br>@LancsLEP<br><br>Lancashire Business Brief | lancashirelep.co.uk/city-deal<br><br>@LancsCityDeal<br><br>@LancsLEP<br><br>Lancashire Business Brief | lancashirelep.co.uk/city-deal<br><br>@LancsCityDeal<br><br>@LancsLEP<br><br>Lancashire Business Brief | lancashirelep.co.uk/city-deal<br><br>@LancsCityDeal<br><br>@LancsLEP<br><br>Lancashire Business Brief<br><br>e-bulletin issued |
|  | STAKEHOLDER AND COMMUNITY ENGAGEMENT |   | North East Preston zone leaflets distributed  |   | Bamber Bridge zone leaflets distributed   |   |  |   |   |   |  |

**Key contacts**

| Name                       | Role                                   | Organisation                 |
|----------------------------|--|------------------------------|
| Ruth Connor                | Chief Executive                        | Marketing Lancashire         |
| Jason Grimley/Richard Bond | LEP PR delivery partner                | SKV Communications           |
| Beckie Joyce               | Head of Strategic Economic Development | Lancashire County Council    |
| Sarah Parry                | City Deal Programme Manager            | Lancashire County Council    |
| Ginette Unsworth           | Interim Head of Communications         | Lancashire County Council    |
| Saf Munshi                 | Communications Manager                 | Lancashire County Council    |
| Sarah Cook                 | Communications Executive               | Lancashire County Council    |
| Stephen Axon               | Media Officer                          | Lancashire County Council    |
| Shirah Bamber              | Communications & Marketing Manager     | Preston City Council         |
| Caroline Taylor            | Senior Public Relations Officer        | South Ribble Borough Council |
| Natalie Banks              | Senior Public Relations Officer        | South Ribble Borough Council |
| Tom Hustler                | North West Communications Manager      | Homes and Communities Agency |

**Budget breakdown**

| Activity             | Cost (circa)    |
|----------------------|-----------------|
| Events               | £60,000         |
| Digital content      | £20,000         |
| Marketing collateral | £14,000         |
| City Deal e-bulletin | £1,000          |
| Other                | £5,000          |
| <b>TOTAL</b>         | <b>£100,000</b> |