



Lancashire Enterprise Partnership Limited

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Strategic Marketing and Communications Activity Update

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Executive Summary

This report updates the Board on the development and delivery of a strategic marketing and communications activity for the Lancashire Enterprise Partnership (LEP).

Recommendation

The LEP Board is asked to:

- (i) Note and comment on the contents of this report; and
- (ii) Note that the Chief Executive of Marketing Lancashire, as the LEP's Media, Communications and PR lead, continues to provide regular updates to the LEP Board on strategic marketing and communications activity and outputs.

Background and Advice

1. Context

The delivery of strategic marketing and communications activity for the LEP continues with outputs from PR, media and communications, branding, event planning and delivery and the promotion of the Lancashire narrative. This report outlines the continuing progress being made in each area.

2. Media and Communications Activity - overview July to October

This period has seen a wide range of different LEP-led and partner-led PR pieces developed and successfully pitched to the media featuring positive LEP messages and quotes. These have included the Insider Business of Lancashire Conference, the Paris Airshow and MIPIM UK.

In agreement with the Growth Deal Management Board, SKV have taken a more formal lead on the Growth Deal communications strategy, to ensure coherent and consistent messages supporting Northern Powerhouse and Growth Deal branding in



all activity, whether it be LEP-led or led by third party partners who need to ensure LEP inclusion and comment in relevant material.

There was also a series of major skills and education initiatives which all created good PR opportunities for the LEP across a range of sectors and topics.

2.1 Aerospace

Following on from the creation and launch of the Aerospace Lancashire initiative at Farnborough International Air Show last July, Lancashire's presence at the Paris Airshow this year was to reinforce the county's position as number one in the UK for aerospace using the recent research report produced by NWAA highlighting the size and significance of the Lancashire aerospace sector and its future prospects for growth.

The combination of a presence at Paris, and the 'reveal' of the new NWAA report, generated features and articles in national trade press and regional and local business media.

The Advanced Manufacturing and Energy Cluster (LAMEC) was an additional part of the aerospace story, and was also highlighted positively in a separate feature in Insider magazine about the 'health' of the North West's Enterprise Zone offer.

2.2 Skills and Training

PR activity for skills and training initiatives has continued at a pace during this period and the LEP's role in funding and delivering skills projects continue to be widely communicated.

Innovative schemes to engage with young people such as Digital Advantage, Enterprise Advisers, Moving On and the 'Bridging The Gap' City Deal learning activity have all enjoyed coverage in local and regional media whilst more complex issues, such as the impact of the apprenticeship levy on employers, have featured expert comment from the Skills Hub in both the Insider and Lancashire Business View.

The Social Value Toolkit, developed by the Skills Hub, has also been featured in local and regional business press, and messages about increasing social value and creating local skills and employment opportunities have been woven into comments and quotes from the Chair of the LEP on wider PR pieces.

Recent capital investments in skills infrastructure have also provided a number of PR platforms for the LEP to talk about the importance of vocational training and how it links to the LEP's Strategic Economic Plan. These have included the opening of the Sentamu Teaching Block at the University of Cumbria's Lancaster campus, the new £7.5m Food and Farming Innovation & Technology Centre (FFIT) at Myerscough College, and the relocation of Lancashire's adult learning service to the Northlight development in Pendle.

For all of these projects, SKV liaised closely with local partners to ensure not only that the LEP's role in each was highlighted, but also to emphasise that Growth Deal had been an enabling source of investment.



Working with local partners, and supporting them in terms of advice and strategy, resulted in extensive local and regional coverage for each separate story.

Through this new cohesive and co-ordinated approach for Growth Deal projects, SKV was also in a position to combine these separate opening events to create an overarching skills investment piece which highlighted the strategic significance of the LEP's skills strategy, the role of the Skills Hub, and the impact of the Growth Deal programme.

The release also featured quotes from the Chair of the LEP, the Director of the Skills Hub and the Northern Powerhouse Minister Jake Berry MP which ran as a full colour feature page in the Lancashire Post print edition. The Lancashire Telegraph also ran a rare 'countywide' positive LEP story in both print and online.

The national education trade title, FE News, also featured the Lancashire overarching skills investment story, as did Business Quarter magazine.

2.3 Business of Lancashire Conference and the Place North West Transport Summit

Since the last Board meeting, the LEP has sponsored two major regional events and seen both secure positive post-event media coverage.

The Northern Transport Summit was held at Manchester's Midland Hotel on June 26th. Speakers included the Mayor of Manchester Andy Burnham, David Brown (Transport for the North), Sir Richard Leese (MCC), John Cridland (Transport for the North), Robert Hough (Peel) and John McNulty (HS2).

By partnering with Place North West, a speaking slot was secured for County Councillor Geoff Driver, who shared with over 200 delegates, details of how the Growth Deal and City Deal were transforming Lancashire's transport infrastructure. County Councillor Driver also talked about how East-West connectivity was also becoming a key priority for Lancashire.

The event enjoyed a full write-up and image slideshow on Place North West's website at the end of June.

The July issue of Insider magazine carried a four-page report on the *Business of Lancashire* conference hosted at Preston North End on June 20th. With the LEP as lead sponsor, the half-day event featured 18 speakers including Graham Cowley, Jim Carter and Mick Gornall alongside other business leaders, policy makers and influencers.

Through the LEP's sponsorship there was an opportunity to help shape the agenda and topics under discussion and many of the LEP's strategic priorities, investments and economic growth initiatives were discussed and debated. This included priority sectors, skills, energy, the EZ cluster, transport and Lancashire's unrivalled quality of life offer, all of which were subsequently reported on in Insider's follow-up feature.

2.4 City Deal

The third anniversary of the City Deal gave LCC communications and the LEP the opportunity to update the media, partners and the public on what had been achieved



so far, and what is still to come. PR pieces were drafted and issued which revealed the progress that the City Deal Programme had made and more recently, the proposals for the Cuerden strategic site securing planning permission, has given the City Deal story increased significance and additional LEP coverage with comment opportunities having been secured as a result. This included an interview with the Director for the Skills Hub in Lancashire Business View about the legacy of the City Deal in terms of construction skills, jobs and social value.

A meeting is taking place on 7th November with all City Deal communications stakeholders to review the proposed Invest in Central Lancashire proposition. The aim is for this to have prominence within the main Invest in Lancashire website which is to be launched in March 2018.

3. MIPIM UK 18th/19th October

Lancashire saw its largest delegation attend MIPIM UK at Olympia with over 20 public and private sector partners working together. Premium partners were the Eric Wright Group, Lancaster City Council and Lancaster University. As well as exhibiting with a “We are Lancashire” stand presence, there were also dedicated showcase panel sessions at the conference with a focus on the City Deal on Wednesday 18th and Lancaster on Thursday 19th, highlighting the investment and development opportunities in and around Lancashire’s cities . The Lancashire LEP MIPIM UK Dinner was held at the President’s Dining Room at RICS where a gathering of public and private sector partners were hosted by LEP Directors, David Taylor, Jim Carter, Graham Cowley and Councillor Simon Blackburn. Lancashire was one of only 3 stands at the exhibition which received a visit from the Northern Powerhouse Minister Jake Berry MP who took the time to have several photos taken on the stand and also agreed to a short interview to camera that is being used in the post event communications.

Two stand events also took place this year, with Mott Macdonald presenting the developing masterplans for Blackpool Airport and Hillhouse Technology Enterprise Zones and Blackburn and Burnley Councils presenting on housing opportunities in Pennine Lancashire.

An extensive pre-event PR piece was drafted highlighting how Cuerden and the wider City Deal offered extensive investment opportunities in and around central Lancashire, and SKV liaised with the Cuerden scheme public affairs consultancy and Eric Wright Group to ensure that messaging was aligned.

Another key part of the MIPIM UK PR push was the showcasing of Lancaster as an emerging economic and investment destination in the north of the county. This centred on the new Health Innovation Campus development at Lancaster University, the 3,500 home Garden Village plan at Bailrigg, the Bay Gateway and the Canal Corridor North potential development together with the city’s rich cultural, environmental and lifestyle assets.

Pre-event coverage saw Lancashire Business View create a home page ‘banner’ at the top of their site signposting the MIPIM story whilst the Lancaster angle was used to secure coverage with the Lancaster Guardian and The Bay local radio station. Pre-MIPIM coverage was also secured in other local and regional media including



Commercial Property Monthly, Business Lancashire, Downtown In Business Lancashire and Lancashire Means Business.

By working closely with the Chief Executive of Marketing Lancashire and the MIPIM UK communications team, SKV;

- Arranged & supervised photography line ups with Minister Jake Berry with LEP representatives; Lancaster CC CEO and city representatives; and Blackpool councillor;
- Conducted an interview with the Northern Powerhouse Minister for LEP video;
- Liaised with MIPIM UK press office for ministerial visit arrangements;
- Attended Day 1 session and tweeted panel members' comments; and
- Drafted three press releases

A post-event piece was prepared, including transcribed quotes from Jake Berry MP and a number of We Are Lancashire partners. This, and a selection of images, were sold into media, which resulted in positive coverage recognising the LEP's role in the Lancashire Evening Post, Blackpool Gazette, NW Insider, BQ, Lancashire Business View and The Bay website.

A separate communication from marketing Lancashire is to be issued to all public and private sector partners to thank partners for their support, to highlight the event's 3,000 delegate numbers from 45 countries, social media impressions of 2 million potential reach and circa 500,000 in press coverage circulation, a photo gallery and a compilation video with key quotes from partners.

4. Business Support

The LEP is now regularly approached by the Northern Powerhouse Investment Fund (NPIF) to provide supportive quotes and/or attend photo-opportunities when a loan has been made to a Lancashire business. This has seen LCC's Head of Business Growth and the Chair of the LEP both featured in NPIF media stories in regional business press, on the NPIF website, and via social media.

The LEP was also recently asked to contribute to a piece about Boost celebrating its 'half-term' results for outputs and outcomes. This included details of over 290 jobs having been created, around 120 new businesses started, and £3.5m of additional economic activity generated.

The LEP's role in securing Boost a second round of funding in 2016 for a further three years was highlighted in the comments prepared on behalf of the Chair of the LEP. Wherever possible a BOOST business support story is featured weekly in the Lancashire Business Brief.

5. Growth Deal Communications

Since July SKV has been informally managing and co-ordinating PR activity around Growth Deal projects, including liaising with local partners and project sponsors (see skills section above for examples of this process in action).



This period has also seen SKV, the Growth Deal Programme Manager, Head of LEP Co-ordination and Development and the CEO of Marketing Lancashire all involved in shaping some new, official Growth Deal communication protocols.

These new protocols incorporate new branding guidelines and new key messages from Government which link to how the Northern Powerhouse brand is presented and described in all external collateral and communications.

A new Lancashire Growth Deal 'boiler plate' has also been created, which is an update from the original 'about Growth Deal' notes to editors first drafted in 2015.

The updated protocols, branding and key messages were recently approved by the Growth Deal Management Board and have now been circulated to all local partners. SKV has also created an online planning document which flags up 'at a glance' forthcoming Growth Deal milestones. It will also be updated on an ongoing basis so at any time the next PR opportunities for the LEP (and the NPH Minister) can be anticipated and planned for accordingly.

SKV will also now monitor and report on Growth Deal communications activity to the Growth Deal Management Board twice a year,

6. Forthcoming PR Opportunities & Milestones

- East-West connectivity research (was put on hold under Purdah)
- HIC ERDF funding announcement
- 'Learn Live' classroom broadcast/skills programme
- Launch of Lancashire Ambassadors' programme
- EZ Cluster prospectus 'launch' and promotion
- Launch of new "Invest in Lancashire" brand and web platform
- AMRC funding announcement (November TBC)
- Burnley Vision Park opening (November TBC)
- Blackpool Tramway – start on site (early 2018)
- Opening of Lancashire Energy HQ (now March 8th 2018)
- MIPIM International, Cannes (March 13-18, 2018)
- Farnborough Airshow (July 16-19, 2018)

7. Digital Communications

The number of subscribers for the Lancashire Business Brief (LBB) has grown to 1,145, an increase of 18% versus the prior year, with around 30% of subscribers opening the weekly email. The LBB continues to be a key source of positive



economic stories and business news on a weekly basis. The plan is to now incorporate contacts made from the Place North West, MIPIM, BOOST and NPH events into the LBB databases.

The LEP twitter account @lancslep number of impressions has reached 111,500 (July-Oct) with 1874 followers. October saw a significant spike in impressions due to the MIPIM UK activity.

A refreshed LEP website will be developed over the coming months that portrays the governance, projects, objectives and details of the LEP Board, its vision and key economic initiatives. Marketing Lancashire will work with the Head of LEP Co-ordination to ensure the new website reflects the work of the LEP, its structure and initiatives as well as adhering to the LEP Network guidelines.

8. Lancashire Advanced Manufacturing and Energy Cluster (LAMEC)

At the EZGC meeting in October a presentation from Richard Barber Marketing took place following months of stakeholder consultations and workshops which outlined to the Governance Committee the planned marketing collateral (online and print) for LAMEC as well as for the individual Enterprise Zone sites. The action points and next steps following the presentation were agreed;

- 1) For each of the stakeholders to review their relevant individual copy and feedback their amends/changes with final sign off from the LEP;
- 2) Call handling processes and protocols would be agreed with relevant calls to action so that enquiries can be measured and visible at any point.
- 3) At the consultation workshops it became clear that there needed to be a central point of contact for LAMEC which would need to be discussed with the LEP as part of the development of call handling protocols. This would also have to be taken into consideration for the Invest in Lancashire website due to be launched in March 2018.
- 4) A more specific/increased presence was required for automotive, energy, renewables, nuclear and the technology that surrounds these sectors plus a confidential enquiry form.
- 5) Results of the recent soft market testing for the Samlesbury Aerospace Enterprise Zone would be shared in due course to inform the marketing and positioning of the site.
- 6) All key stakeholders to take the time to make changes and feed into Richard Barber Marketing and the CEO of Marketing Lancashire so that the LAMEC websites can be soft tested early in 2018 with the major “reveal” to take place at MIPIM Cannes alongside the Invest in Lancashire proposition.

A communication will go out to all stakeholders reiterating the above and asking for input.



9. Developing an Inward Investment Proposition for Lancashire

Mickledore, an economic development agency, were commissioned to produce a data report on Lancashire's sector strengths by each local authority area as well as for the LEP area as a whole. This information would help bring together the content required to populate the proposed Invest in Lancashire website. This data report is also set within the context of inward investment trends over the last 10-years. Following this report, Mickledore have written copy for the website sections covering connectivity, education, R&D, key sites as well as developing content for the sector factsheets that can be easily downloaded as PDFs from the website. The sectors include:

- Advanced Engineering & Manufacturing (automotive & truck manufacturing; advanced materials; textiles and paper)
- Aerospace
- Digital (notably cyber security)
- Food and drink
- Energy (nuclear, wind and shale gas)
- Medical technology (medical devices and digital health)
- Business Services (financial services; Business Process Outsourcing and contact centres)

This information is to be reviewed with the LEP's Head of Co-ordination followed by a meeting with local authority contacts to review the content and to agree how to ensure the key strategic inward investment messages and contact details across the County can be promoted via the website and how we can measure the enquiries.