



## **Lancashire Enterprise Partnership Limited**

**Private and Confidential: NO**

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### **Strategic Marketing and Communications Activity**

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#### **Executive Summary**

This report updates the Board on the development of a marketing strategy for the Lancashire Enterprise Partnership (LEP).

#### **Recommendation**

The LEP Board is asked to:

- (i) Note and comment on the contents of this report;
- (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 the strategic marketing outputs and activity.

### **Background and Advice**

#### **1. Context**

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

#### **2. Media and Communications Activity**

##### **2.1 Overview November to January**

This period has again seen the LEP positioned as the county's key facilitator of economic growth across a range of priority sectors and themes on a pan Lancashire perspective.

The Skills & Employment Hub has enjoyed extensive regional and local coverage focused on two innovative initiatives – Learn Live and the Enterprise Adviser



Network and Boost and the Access to Finance service has also had significant exposure during this period.

Growth Deal projects being delivered by partners have continued to credit the LEP's role in helping them be brought forward, and colleagues in local authorities continue to highlight the role of the LEP in Lancashire's proactive economic positioning.

Transport developments continue to create headlines with Blackpool's tramway extension, Transport for Lancashire's (TfL's) proposals for Preston Station and the Transport for the North's (TfN's) masterplan all covered by local and regional media citing the LEP as a key partner/funder.

Setting a positive tone for the year ahead were several features in the January issue of *Lancashire Business View* with positive endorsements for the LEP in particular a piece on Lancaster which highlights the success of the LEP's MIPIM UK mission. Insider magazine's New Year edition included a very positive piece about the potential of Central Lancashire as an investment opportunity including an interview with David Taylor in a LEP capacity.

## **2.2 Skills and Training**

PR activity for more skills and training initiatives has again been undertaken in this period, reinforcing the LEP/Skills Hub's commitment to funding and delivering skills projects to boost employment. Two major programmes were actively promoted; Learn Live and the Lancashire Enterprise Adviser Network.

Learn Live involves companies broadcasting from their workplaces directly into Lancashire classrooms to show students the 'real' world of work and answer questions about career pathways was successfully promoted locally and regionally through the media using the example of a Blackburn high school who took part in a broadcast by construction firm Robertsons in November.

The Lancashire Enterprise Adviser Network matches schools across the county with volunteer business advisers from local firms, and generated another strong media opportunity when it reached its 100<sup>th</sup> school milestone. This was marked by a special event at Longridge High School in mid-January attended by Edwin Booth, Dr Michele Lawty-Jones and other partners from the project.

Tailored versions of the story were developed to mirror every Lancashire newspaper's geographical patch and different versions of the press release were drafted for Blackburn, Burnley, Preston, Chorley, Rossendale, Pendle, Ribble Valley, Blackpool and Ormskirk/West Lancashire. In each case quotes from a local school and a local firm working with them were secured to make the piece as localised as possible. This targeted approach generated substantial local and regional coverage.

## **3. Growth Deal Communications**

This period saw the distribution of the new national Growth Deal communication protocols to all local partners. The protocols incorporate branding guidelines and key messages from BEIS 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' was also circulated, along with approved Growth Deal branding featuring the LEP logo and the Government's preferred Northern Powerhouse badge.

Recent Growth Deal-funded projects where the LEP was credited/quoted in press releases from partners included:

- Lancaster University's advanced 3D printing facility
- Job creation at Northlight/Brierfield Mill
- New Blackburn to Manchester rail services
- Lancaster's Health Innovation Campus
- Blackpool's Tramway extension

On the 31<sup>st</sup> January 2018, LEP Director Graham Cowley will be attending a special event at Burnley's Vision Park on behalf of the LEP which should generate additional media coverage that will credit the GD fund. The Growth Deal, as a facilitator of growth, was also highlighted in an in-depth feature in the Lancashire Post prior to Christmas which asked local MPs and other influencers what Lancashire was doing to help create jobs and generate employment opportunities.

#### **4. Business Support**

In mid-November SKV worked alongside Boost and Manchester's Business Growth Hub to co-ordinate a milestone announcement for the Access to Finance (A2F) service in Lancashire which is part-funded by the LEP. The story celebrated the A2F programme supporting its 50<sup>th</sup> Lancashire business, and included case studies of firms who had recently enjoyed investment as a result of the A2F service. The campaign, which credited the LEP's role in the A2F service delivered through Boost, received extensive coverage in regional and local business press including a page lead in the Lancashire Post print edition.

Another partner initiative, the Northern Powerhouse Investment Fund (NPIF), also continues to invite the LEP to be included in press releases and photo-opportunities linked to Lancashire businesses in receipt of NPIF funding. The recent NPIF story about Clitheroe-based hardware manufacturer Loxta enjoyed extensive coverage.

#### **5. Blackpool**

The LEP's media and communications agency, SKV, has been working closely with colleagues in Blackpool on a number of stories linked to the regeneration of the town. Separate PR pieces have been generated around the Amuseum project - which is now bidding for funding from the Northern Cultural Regeneration Fund and also the public consultation exercise regarding the Blackpool Airport EZ.

#### **6. Transport**

Transport for Lancashire's recent recommendation for the LEP to commission further research into the potential economic impact of a regenerated Preston Rail Station



was picked up by local media and a number of rail and transport trade press. The Transport for the North £70bn masterplan, announced on January 16<sup>th</sup>, also saw media seeking comment from the LEP regarding the opportunities and challenges that the proposals highlighted. The City Deal and Growth Deal initiatives were also cited in connection with TfN's ambitious plans.

## **7. Other Media Highlights**

In the January issue of Lancashire Business View (LBV) was an extended 'Looking Ahead Feature' and Michael Green, LCC's cabinet member for economic development, was quoted extensively in the introduction about the success of the City Deal, Boost and the development of the EZ cluster across the county's four enterprise zones. Cllr Green also highlighted the significance of the Cuerden scheme and the emergence of a Lancaster - Burnley M65 growth corridor. Further, the LEP's forthcoming Innovation Strategy was cited by Michael as a first for the county.

Stuart Thompson, Chair of the Lancashire IoD also contributed to LBV's 'Looking Ahead' feature, stating that the LEP, Boost, Northern Powerhouse office and Chambers of Commerce were working hard to support business. The latest LBV also contains a regional review of Lancaster, and the LEP/Marketing Lancashire-led MIPIM UK mission was highlighted as having put the Lancaster region on the map for investors.

Details of the Lancaster panel content hosted at MIPIM were also referenced, including the Growth Deal-funded HIC, the Canal Corridor North project and the Bay Gateway development. In addition, a special 'Lancashire Day' business panel was reported on, which featured the Chief Executive of Marketing Lancashire talking about the Energy HQ and the FFIT Centre at Myerscough College as being UK firsts in their respective vocational fields.

January also saw Insider magazine publish its Regional Review of Central Lancashire. In an interview secured by SKV, David Taylor was extensively quoted talking about the proposed Advanced Manufacturing Research Centre at Samlesbury, an emerging partnership with Sheffield University to create a new 'game changing' AEM facility, and the creation of an Advanced Manufacturing Corridor between Lancashire and the Sheffield City Region. David also commented on the £200m UCLan masterplan including the EIC, the Market Quarter scheme in Preston, and the need for graduate retention in Preston.

## **8. Forthcoming PR Opportunities & Milestones**

- Burnley Vision Park opening – 31<sup>st</sup> January 2018
- NRCF funding announcement re: Amuseum, Blackpool
- LAMEC EZ Cluster websites launch and promotion
- Hillhouse EZ Eastern Gateway access road – start on site
- Launch of new "Invest in Lancashire" brand and web platform
- AMRC funding announcement



- Opening of Lancashire Energy HQ (8<sup>th</sup> March 2018)
- MIPIM International, Cannes (13<sup>th</sup> – 18<sup>th</sup> March, 2018)
- Farnborough Airshow (16<sup>th</sup> – 19<sup>th</sup> July, 2018)

## **9. Digital Communications**

The number of subscribers for the Lancashire Business Brief (LBB) has grown to 1,244 an increase of 11% versus prior year with around 33%% 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 database. The LEP twitter account @lancslep has increased followers to 2,030 and since the start of the year has earned 487k impressions.

A tender to create a refreshed LEP website that portrays the governance, projects, objectives and details the LEP Board has been issued by Marketing Lancashire. Marketing Lancashire will work with the Head of LEP Co-ordination and Development to ensure the new website reflects the work of the LEP and its structure and initiatives as well as adhering to the LEP Network guidelines. The chosen agency will be appointed w/c 5<sup>th</sup> February 2018.

## **10. MIPIM Cannes 13<sup>th</sup> – 18<sup>th</sup> March 2018**

Lancashire will be attending MIPIM Cannes for its second year as a sponsor partner of Marketing Manchester which gives Lancashire access to all the events at MIPIM and to the MIPIM database, 3 delegate passes, attendance at the Manchester MIPIM dinner as well as the opportunity to network and make appointments with property professionals within both the North West and the UK business community. We are currently exploring an opportunity to host an event with the Department for International Trade with a focus on Enterprise Zones. Invites to the Lancashire Dinner for approximately 25-30 guests have now been issued. The dinner is an informal opportunity to engage with Lancashire businesses and those currently working on development projects in Lancashire and will be hosted by David Taylor as Vice Chair of the LEP. SKV will also be in attendance to ensure as many PR opportunities as possible are captured during and post event.

After the MIPIM UK event in October, Marketing Lancashire arranged a meeting with all partners who attended MIPIM to assess contacts made, any leads/enquiries generated, what worked well and what lessons could be learned for October 2018.

Top line figures for Lancashire at MIPIM UK;

- #MIPIMLancs had a reach of over 2 million on Twitter
- Press coverage to date has exceeded 500,000
- Over 3,000 delegates attended the event
- Attracted delegates from 45 countries
- 40 delegates represented Lancashire



## **11. Lancashire Advanced Manufacturing and Energy Cluster (LAMEC)**

Further to the presentation at the EZGC meeting in October each of the stakeholders have reviewed their relevant and individual copy for each website and have fed back their changes. A meeting is taking place with Richard Barber Marketing on the 25<sup>th</sup> January 2018 to make final changes to the main LAMEC site and to review the content. Call handling processes and protocols will be finalised next with relevant calls to action so that enquiries can be measured and visible at any point. This is being considered alongside the requirements for the Invest in Lancashire website.

## **12. Developing an Inward Investment Proposition for Lancashire**

Mickledore, the 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 has brought together the content required to populate the proposed Invest in Lancashire website. The tender for the development of a new Invest in Lancashire website has been issued alongside the LEP website tender with the aim of both websites being built by the same agency. 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 on 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)