



## City Deal Executive and Stewardship Board – 8<sup>th</sup> January 2016

### Marketing and Communications Strategy and Communications Update

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#### **A. Marketing and Communications Strategy**

##### **Executive Summary**

The City Deal Marketing and Communications Strategy (attached at Appendix 'A') was prepared and agreed by the City Deal Communications Working Group for Jan 2016 – Mar 2017 has been attached for consideration by the Executive and Stewardship Board (E&SB).

##### **Recommendation**

The City Deal Executive and Stewardship Board are requested to:

- (i) Agree the plan of communications and marketing activity for the period with a particular focus on targeting businesses with close alignment to the LEP marketing being carried out by Marketing Lancashire
- (ii) Agree that all City Deal marketing, communications, advertising and events should be managed through the Communications sub group to ensure a co-ordinated approach and ensure return on investment
- (iii) Agree that a single management process for communications and general investor enquiries be adopted

##### **Background**

The City Deal Communications Working Group have agreed a management process for communications and general investor enquiries.



## **B. Communications Update**

### **1. Introduction**

- a. Work has continued to progress on the delivery of the communications and marketing plan which is now almost complete, updates on which follow below. This quarter has seen the roll out of the community roadshow in various locations for each of the different zones.
- b. A Communications and Marketing strategy has been produced by the communications sub group which will be presented to the January board for approval. The plan of activity spans until the end of the 2015/2016 financial year and acknowledges a close alignment to the marketing of the LEP to ensure a consistent and strategic message to attract inward investment. This will link to the work being carried out by SKV and the Thinking Place.

### **2. Milestones**

- a. The last quarter has seen a number of milestones for public information, communication and consultation. Activities have included:
  - Completion of Stanifield roundabout works
  - Annual update on progress over the last year
  - A582 widening route approved
  - Architect chosen for the design of Preston bus station
  - Works starting on Flensburg roundabout
  - Altcar Lane housing plan and Worden park improvements consultation
  - Promotion of the community roadshow in various locations
  - Amazon locates on Lancashire Business Park
  - Consultation feedback and go ahead for improvements to New Hall Lane
  - Plans to protect Preston's Guild Wheel
  - Fishergate works complete
  - Broughton Bypass contractor announced

### **3. Implementation of the Marketing and Communications Delivery Plan**

- a. An exhibition stand has been produced to explain in simple terms to local residents what City Deal is and when to expect things to happen. The display is stand-alone and includes a TV screen showing the animation on a loop as well as the opportunity to take away a bespoke leaflet with information on the particular zone that the display is in. The exhibition is being located in all Booths supermarkets in the area as well as libraries, the Harris Museum, Barton Grange and Bamber Bridge Sainsbury's. The schedule runs into January 2016 and other locations are currently being sought including shopping centres and other supermarkets.
- b. A number of ongoing pieces of work have come to fruition during the last quarter having been the culmination of many months work. Key developments include:



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- New user-friendly mapping of the City Deal area, with online and print variants. The interactive map is now live on the website
- The completion of a fly-through film of Broughton Bypass which within 2 weeks has had 5,500 views on YouTube. All of the other road fly-throughs have been produced and are just awaiting final sign off before being used on-line.
- Work is underway on a series of video testimonials featuring local business leaders talking about the advantages of locating in Preston and South Ribble. These two minute video clips will be available on the website once completed.
- The development of a portfolio of still photography of the City Deal area is almost complete with one outstanding image to be taken. These images will be used across the website and in City Deal design publications going forward.
- The design of the Infrastructure Delivery Plan to explain the entire scheme and the timing of delivery

### **3.1.1 Inward Investment**

- a. A key emphasis of the communications and marketing strategy going forward will be a focus on inward investment and further messages to a business audience. An investor and developers forum event took place in late November to inform developers and business stakeholders of progress and continue to instil confidence in the area. The event was very well received with around 80 delegates attending. A regional event is being planned for February 2016 in partnership with Lancashire Business View, and City Deal will be a key topic at the event being run by Insider magazine in March 2016 in conjunction with the LEP.
- b. The communications sub group will be working closely with economic development colleagues and Marketing Lancashire to identify key business messages and the call to action of how to do business within the city deal area and collateral to support that business customer journey.