



Lancashire Enterprise Partnership Limited

Private and Confidential: NO

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Strategic Marketing and Communications Activity Update Report

Report Author: Kathryn Molloy, Tel: 01772 538790,
kathryn.molloy@lancashire.gov.uk

Executive Summary

This report provides the LEP Board with an update on the delivery of the LEP's strategic marketing and communications activity.

Recommendation

The LEP Board is asked to consider and comment on the contents of this report.

Background and Advice

Media and Communications Activity Overview - February to April 2018

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.

Inward Investment

In March, SKV attended the Place North West/City Deal event at Preston North End to support the launch of the Invest Central Lancashire brand. SKV subsequently drafted a detailed press release about the event, and the Invest Central Lancashire initiative, which was featured extensively in local and regional press.

SKV also secured coverage opportunities for the LEP and its partners in two special Royal Bank of Scotland profiles focusing on 'Exciting Cities' for their website – Preston and Lancaster.

Another opportunity was secured in the most recent issue of Lancashire Business View. Andy Walker was quoted extensively about an evolving local industrial strategy for Lancashire which also included details of potential 'sector deals' for the county which would see more collaboration between regions and LEPs with complementary strengths working more closely together on international investment opportunities.



The LEP's Growing Places Investment Fund was also credited in a piece in the Burnley Express linked to the development of the 'On The Banks' scheme, specifically the Bridgewalk Apartments development.

Graham Cowley and the LEP were also referenced in a positive Skelmersdale job creation story, despite having no direct involvement in the project.

The LEP were also approached to contribute to a special international publication targeting Commonwealth countries. As a result, SKV was tasked with drafting new copy about Lancashire's current 'investment hotspots'. These included UCLan's £200m masterplan, Burnley's Knowledge Quarter, the City of Lancaster and Lancaster University's Health Innovation Campus, Samlesbury Aerospace EZ/AMRC, Lancashire Central/Cureden site and the Invest Central Lancashire/City Deal programme.

Growth Deal

Growth Deal investment also continues to drive positive coverage for the LEP.

Recent media activity featuring quotes and/or references to Growth Deal funding include stories around Burnley's Vision Park opening, the LEP's support for a £190m package of road investment improvements for Preston, a range of improvements to Blackpool, and additional support for Lancaster's £100m bid for infrastructure investment to enable the HIC and Garden Village programme to move forward.

Growth Deal investment as an enabler has also been part of two recent Lancashire County Council stories in connection with road improvements around Lancaster Road/central Preston and general city centre improvement works.

MIPIM International

Andy Spinoza from SKV attended MIPIM International supporting the LEP's representatives (Ruth Connor and David Taylor) with both media introductions and networking opportunities.

Andy also secured a photo of David Taylor on the Department for International Trade stand with the Minister for International Trade, Graham Stuart. A post-event press release was prepared, which was issued with the image, and enjoyed local and regional PR coverage for the LEP.

Blackpool

Recently the LEP has been working closely with colleagues in Blackpool on a number of stories linked to the regeneration of the town which has been enabled through a range of LEP programmes and support. As mentioned above, Growth Deal funding is regularly highlighted as key element in the LEP supporting Blackpool's renewal.

Infrastructure improvements are at the heart of this PR activity – with LEP funding and support credited as underpinning a wide range of Blackpool improvements.



These include:

- The new tramway extension
- New electronic traffic signage in town centre
- Grants to improve the appearance of properties around several town centre streets adjacent to Talbot Road
- The successful conversion of old hotel stock into new affordable housing (via Blackpool Housing Company)
- The ongoing development of the new Conference & Exhibition Centre at the Winter Gardens
- The securing of National Cultural Regeneration Funding for Blackpool's new museum project

The LEP is also regularly cited in more generic PR pieces, locally and regionally, linked to the overarching 'Making Blackpool Better' programme currently being promoted by Blackpool Council and partners.

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.

Major projects which generated media coverage with references and/or quotes regarding LEP support include the official opening of the Lancashire Energy HQ in Blackpool, the launch of the Skills Hub's Escalate employment support programme, the LEP's support in a UCLAN bid for HEFCE funding and the launch of Lancashire's Digital Skills Partnership which is one of only two in the country.

This period also saw additional coverage appear for stories which had been issued in the previous quarter.

These included a page lead in the Lancashire Post about the 100th Enterprise Adviser School in Longridge (including a picture of Edwin Booth) and a national piece in University Business referencing the LEP's support for University of Cumbria's Sentamu building at Lancaster.

Forthcoming PR Opportunities

- Lancashire Digital Skills Summit (April 18th)
- East-to-West connectivity research (was put on hold under Purdah)
- EZ Cluster prospectus 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
- Farnborough Airshow (July 16th – 19th, 2018)
- Preston Station economic impact report – TBC
- Transport for the North post-consultation report activity
- SEP refresh
- Publication of Local Industrial Strategy



Growth Deal Milestones:

- Preston Western Distributor progress
- Preston city centre improvement works progress
- Further Health Innovation Campus milestones
- Young Farmers Leadership Academy at Myerscough 1st Anniversary (September 2018)
- New facilities at Northlight
- Burnley Vision Park new tenant announcements

List of Background Papers

Paper	Date	Contact/Tel
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N/A

Reason for inclusion in Part II, if appropriate

N/A