



City Deal Executive and Stewardship Board – 17 July 2015

Communications Update

Report Author: Tim Seamans, Head of Service Communications, Lancashire County Council

1. Introduction

1.1 Work has continued to progress on the delivery of the communications and marketing plan, updates on which follow below. The focus for the next quarter will be the continued roll-out of the core plan, with many of the commissioned activities coming to fruition, and the development and delivery of localised communications activities for each zone.

2 Milestones

2.1 The last quarter has seen a number of milestones for public information, communication and consultation. Activities have included:

- Consultation on the next phase of widening the A582.
- Consultation on the key corridor schemes for Bamber Bridge and New Hall Lane.
- Communicating the outcome of the consultation on the route of the Penwortham bypass.
- Communicating the completion of works on the northern section of the A582
- Pre-consultation with key stakeholders on improvements in Broughton village associated with the bypass scheme.

3 Communications and marketing delivery plan

3.1 A number of ongoing pieces of work highlighted in the last quarterly report are now at an advanced stage and will shortly be made public through various channels. Key developments include:

- An animated video describing the City Deal vision is at the final production stage.
- New user-friendly mapping of the City Deal area, with online and print variants.
- Preparatory work is underway for recording a series of video testimonials, which will feature high profile figures speaking about the benefits of locating in the City Deal area. These will be filmed during the next quarter and go live in the summer.



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- Time-lapse style photography has been undertaken to show the transformation of the A582, using a camera that will be moved around various locations throughout the implementation phase. The images will be regularly edited into short videos and published online.
- The development of a portfolio of still photography of the City Deal area is also ongoing. Completion has been held back until early summer to take advantage of the better weather and lighting conditions.
- All of the above also feature in plans for a redesign of the City Deal presence on the Lancashire Enterprise Partnership website.

3.2 Also during this next quarter, the availability of this new collateral will enable the roll-out of zonal communications plans for the City Deal area. This will involve the development of localised information leaflets and exhibition stands to explain and illustrate the benefits of the City Deal within each zone. A programme is being developed for the exhibition displays to appear at community locations within each zone. This will become a regular form of communication throughout the implementation phase.

3.3 Previous reports have referred to Lancashire Enterprise Partnership's plans to undertake a wider strategic marketing plan for Lancashire, which will complement and offer spin-off opportunities for the City Deal communications and marketing plan. This wider strategy is now the subject of a tender process with a closing date of 24 April. Once a delivery partner is in place, steps will be taken to identify suitable opportunities, particularly with a view to elevating messages about the City Deal to national audiences.

4 Recommendation

The City Deal Executive and Stewardship Board are asked to note the report.