



City Deal Executive and Stewardship Board – 21st March 2016

Communications and Marketing Update Report

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1. Introduction

1.1 The communications sub group submitted a Communications and Marketing Strategy to the Board in January 2016 which was agreed and is currently being delivered. This update highlights the local activity that has taken place as well as delivery against the plan to date.

2 Media

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

- Ground breaking ceremony event and media launch for Broughton Bypass
- Jim Carter piece for Insider Central Lancs review featuring the LEP and City Deal
- Time capsule launch of Taylor Wimpey homes at Whittingham
- Works continuing along Fishergate and Church Street
- Story Homes start work at Cottam site
- Preston City Centre designated a national housing zone
- Broughton works update
- Preston Western Distributor and associated link road consultation events
- Costain appointed for Preston Western Distributor road
- Work on Golden Way complete
- Ribble Crossing a long term ambition to build on City Deal infrastructure
- City Deal business event at Bartle Hall
- Transport Prospectus media including City Deal
- 175 new homes for Leyland story

3 Communications and marketing delivery plan

3.1 Business marketing

A key emphasis of the communications and marketing strategy this year is a focus on communicating to a business audience. In the support of the strategy a regional event, delivered in partnership with Lancashire Business View, was organised at the end of February at Bartle Hall with over 100 attendees and a great discussion from a panel of speakers about why central Lancashire is a great place to do business. The event helped to generate at least four new conversations about business opportunities and growth. City Deal also had a stand at the Lancashire Expo event in early March including a 30 minute speaking slot. The LEP is running an event later In March in conjunction with



Insider magazine and City Deal will again figure highly on the agenda. Meanwhile a leaflet promoting the City Deal offer to businesses has been produced and is being used to support the events programme.

3.2 Community Roadshow

The exhibition, which explains in simple terms to local residents what City Deal is, spent a week at a time in a number of supermarkets and libraries across the Preston and South Ribble at the end of 2015. To date this year the exhibition has been displayed at: Sainsbury's supermarkets in Bamber Bridge and Fulwood, Barton Grange and St George's shopping centre in Preston city centre. The stand-alone display 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.

3.3 Videos/animations

Creating content on-line for City Deal has been a priority over the last 12 months and the general animation and road fly-throughs are helping to get the message out to local people. At time of reporting the following views were recorded;

- Animation – over 1,650 views
- Broughton Bypass – over 19,000 views
- Preston Western distributor – over 9,000 views

To continue the momentum of encouraging on-line views of the animation film, digital advertising across Twitter and Facebook is currently running until late March to help increase awareness and local confidence in the growth of the area.

3.4 Signage

City Deal signage continues to build awareness across the area and is employed each time a new area of work commences. Recent large scale sign installations include three signs around Broughton regarding the bypass, banners on the Queen Street Retail Park and Portergate student accommodation and retail development on Friargate.

3.5 E-bulletin

The City Deal e-bulletin is a cost effective way of keeping residents and business aware of progress. To date nine bulletins have been issued, with the latest sent out in February to 860 subscribers. The LEP e-bulletin also continues to feature City Deal business and saw features in the first two issues.

4 Inward Investment

4.1 The communications sub group will be working with Marketing Lancashire who will lead the delivery of the wider inward investment part of the plan, which includes an ambassador programme, delivery of regional and national events and the potential for a national advertising campaign utilising the place branding work.

5 Forthcoming



CITY DEAL

Preston, South Ribble & Lancashire

5.1 Re-draft of invest section of

City Deal copy for LEP website.

5.2 City Deal to be highlighted as part of forthcoming Insider 'Business of Lancashire' Conference main sponsor is the LEP. Jim Carter and Jenny Mein secured as panellists for connectivity (March 18th).

5.3 City Deal to be featured in Edwin Booth's Lancs Business View exclusive interview – due mid-March.

5.4 City Deal to be featured in forthcoming Insider North West LEP's progress report – due in May.

5.5 City Deal potentially to be referenced in forthcoming FT Northern report by Andy Bounds (Jennifer Mein and Edwin Booth both interviewed) – date TBC.