



City Deal Executive and Stewardship Board – 22nd June 2016

Communications Update

Report Author: Ginette Unsworth, Communications Programme Director, Lancashire County Council

Executive Summary

This report provides an update on communication activities since the last regular Combined City Deal Executive and Stewardship Board meeting held on 21st March 2016.

Recommendation

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

1. Introduction

1.1 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 media releases on the following:

- Masterplan approved for Altcar Lane and park improvements
- Improvements on Flensburg Way
- Changes made to Penwortham Bypass plans
- Preston Markets Quarter proposals announced
- Work starts on New Hall Lane
- Revised design announced for Preston Youth zone and bus station improvements
- Planning application goes in for Preston Western Distributor
- Tank moves to make way for expanded roundabout on A582
- Bamber Bridge improvements given the go ahead
- Engineering students visit the Broughton Bypass construction site

In addition The Insider magazine Lancashire (May issue) featured information about the City Deal, including comments made by Jim Carter at the LEP sponsored Business of Lancashire event.



3 Communications and marketing delivery plan

3.1 Business events

Following on from the successful event held in conjunction with Lancashire Business View, the LEP event in late March in conjunction with Insider magazine was a great success and City Deal figured high on the agenda.

Events planned for later in the year include MIPIM UK in October in which City Deal will be incorporated into a wider Lancashire proposition, and Marketing Lancashire is currently in discussions with property and investment publisher Place North West about a potential City Deal focused event.

3.2 Employment and Skills

As part of City Deal's ambition to ensure the employment and skills are in place for future requirements, City Deal is sponsoring a stand at the UCLAN Science Fair in July organised by the Skills Hub. The exhibition will help encourage children to consider a future career in construction as a viable option and there will be interactive games for the young people and their families to participate in, including building a new bridge over the Ribble.

3.3 Online content

The invest section of the City Deal area of the LEP website has been updated providing more information for those considering investing in the area. Two short videos have also been produced with Edwin Booth on behalf of Booths and David Holmes from BAE Systems to showcase the benefits of doing business in the Preston and South Ribble area. A further video is planned with a housebuilder for later in the year.

Digital advertising ran across Twitter and Facebook throughout March to promote the animated film about City Deal, which is intended to increase awareness and boost confidence in the growth of the area. The advertising helped increase views to the animation by 17% and increased Twitter followers by 29%. Due to this positive impact, a further similar promotion is planned later in the year.

3.4 E-bulletin

The City Deal e-bulletin is a cost effective way of keeping residents and business aware of progress. To date 10 bulletins have been issued, with the latest sent out in March to 877 subscribers. The LEP e-bulletin also continues to feature City Deal business in every issue and the LEP Business Brief pushes City Deal content on a regular basis.



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4 **Coming up**

Key forthcoming milestones to be supported by communications activity include:

- 4.1 Launch of the Penwortham Bypass and town improvements consultation.
- 4.2 Update on Cuerden development site.
- 4.3 Official opening of St Catherine's Park in June.