

12 May 2023
Your reference:
Our reference: LAS/ZB
Ask for: Zuber Bapu

Member Services
Resources Directorate
Town Hall
Lancaster Road
Preston PR1 2RL

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**To: Members and Officers of
The City of Preston Town Fund Board**

Dear Sir/Madam

City of Preston Town Fund Board - 15 May 2023

You are requested to attend a meeting of the City of Preston Town Fund Board to be held on Monday, 15th May, 2023 at 10.30 am in MS Teams.

Members are reminded of their responsibility to declare any personal interest or disclosable pecuniary interest in respect of matters contained in this agenda.

The Agenda for the meeting is set out overleaf.

Yours faithfully

Jackie Wilding

Director of Resources

City of Preston Town Fund Board
Monday, 15 May 2023

AGENDA

1. **Chairs Announcements**

2. **Declaration of Interests**

3. **Minutes** (Pages 1 - 2)

To confirm the minutes of the last meeting.

4. **Towns Fund Board Implementation Report and Communications Update** (Pages 3 - 38)

Report and Appendices attached.

5. **Any Other Business**

City of Preston Town Fund Board

**City of Preston Town Fund Board
13 March 2023**

Present: Mr J Chesworth in the Chair; Councillor M Brown, Mr R Binns, M Close, Mr D Gordon (sub for Mr Burns) Ms K Illingworth - Turner, Ms A Parkinson and Mr A Phillips

Also in attendance:

Ms J Wilding	– Director of Resources & S151 Officer
Mr C Hayward	– Director of Development and Housing
Mr C Blackburn	– Assistant Director (Head of City Growth and Regeneration)
Mr M Flemming	–
Mr M Cowburn	–
Ms Palmer	– Regeneration Manager
Ms N Billington	– Head of Policy and External Relations
Mr Z Bapu	– Senior Member Services Officer

Apologies: Councillor Borrow, Ms J Anthony, Connor and Mr Burns

CD58 Declaration of Interests

There were none.

CD59 Minutes

Resolved – That the minutes of the previous meeting be agreed as an accurate record.

CD60 Towns Fund Implementation Report

Mr M Cowburn provided an updated implementation report on Towns Fund projects and a general update on the Towns Fund work programme. Updates were provided in respect of current status of projects and forthcoming milestones. Mr Cowburn informed the Board that there were no concerns to report, and the projects were progressing well. In relation to the Educate Preston project and the idea of making it mobile it was

City of Preston Town Fund Board

requested that the Project Leads and Group consider the possibility to make investment in the central location too as per the original plan.

Communication Update

Claire Stephenson and Nicole Billington provided the Board with an update on Communications relating to the Towns Fund Board. A PR Protocol was also presented to the Board for agreement. A number of media initiatives and ideas were highlighted to the Board and potential collaboration with partners including contractors.

The Board made the following comments and observations:-

- More needs to be publicised about the use of local contractors for major projects in the City as these are strategic choices the Board and the Council have made.
- Impressed with the progress made in relation to Communications.
- A lot of positivity had been created through the Communications work which was welcomed by the Board.

Resolved – That the Board agreed to

- (i) Note the February Monitoring Updates;
- (ii) Note the review into the introduction of the LUF M&E Board merging with the Towns Fund Board
- (iii) Note the move to a mobile Educate Preston Delivery Model, verbal updated provided by Mark Flemming; and
- (iv) Approve the PR Protocol.

CD61 Any Other Business

It was reported that Jane Anthony was started a new role and was leaving Uclan and as such was resigning from the Board. The Chair thanked Jane on behalf of the Board for all her contributions and wished her well for the future.

Anne-Marie Parkinson also informed the Board that she too was leaving the Board as a Member following her role as the LEP representative coming to an end. The Chair thanked Ann-Marie for her contributions and input which had been greatly appreciated by the Board.

Towns Fund Board Meeting to be held on 15 May 2023	
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TOWNS FUND IMPLEMENTATION REPORT APPENDICES '1', '2' and '3'

1. Summary

- 1.1 This report provides the monitoring report for Phase 3a/b Towns Fund projects and a general update on the Towns Fund work programme.

2. Decision Required

- 2.1 The Towns Fund Board is recommended to:

The Towns Fund Board is requested to:

- (i) Note the April Monitoring Updates;
- (ii) Approve the introduction of the LUF M&E Board merging with the Towns Fund TIG and M&E Board
- (iii) Approve the M&E Submission for June – **will be sent directly to the board from the PCC finance team.**

3. Information

3.1 Background and Advice

- 3.1.1 The City of Preston Towns Fund Board (the Board) submitted a City Investment Plan (CIP) to Government at the end of July 2020. In March 2021, Preston Towns Fund Heads of Terms were signed by the Board Chair and Chief Executive of the City Council as Accountable Body (AB). The Harris Quarter Investment Programme comprises six projects with a total Towns Fund grant allocation of £19.9m, which combined with the Harris Quarter Pop Ups project form a total investment programme of over £200m. The six projects are Renewal of Harris Quarter Assets; Animate; Illuminate and Integrate; Educate Preston; Preston Youth Zone; and Harris Your Place.
- 3.1.2 At meetings in December 2021 and March 2022 the Board considered and approved investment recommendations for the Towns Fund projects following the preparation and appraisal of treasury compliant “Green Book 5 case” business cases. In March 2022 the Summary Plans were submitted to Government. In June 2022 the Accountable Body received confirmation that the Summary Plan was approved by Government and the Accountable Body is now in receipt of Towns Fund grant.

4. Monitoring

4.1 TIG Update

4.1.1 A presentation on progress will be made at the Board meeting and there are no matters arising from the April monitoring report which require Board decisions. Please find slides attached in **Appendix 1**

4.2 Grant Funding Agreements

4.2.1 The latest position on the GFA/MoU's is as follows

Project	Type/ Description of agreement	Target Date Required	Date Closed	Status
Animate	MoU	Aug-22	Sep-22	Complete
Educate Preston (CEIAG)	GFA	Aug-22		In Progress
Harris - Your Place	MoU	Apr-22	Jul-22	Complete
Illuminate and integrate	MoU	Aug-22	Sep-22	Complete
Renewal of Harris Quarter Assets	MoU	Jul-22	Sep-22	Complete
Youth Zone	Pre Construction GFA	June	07/06/2022	Complete
Youth Zone	Main Construction GFA	Nov-22		In Draft

4.2.2 Educate Preston – Action with PCC finance to approve the internal Grant Claim form. Once approved GFA to be concluded.

4.1.3 Youth Zone – Action with PCC finance to approve the internal Grant Claim form. Once approved GFA to be concluded.

5. Monitoring and Evaluation

- 5.1 The M&E team met on 10th May with all projects reporting a clean bill of health and no issues needing escalation. Only item to report back into DHLUC is the name change of CEIAG to Educate Preston.
- 5.2 The ToR are attached for approval which have been reviewed by the SMT and Members of the M&E Board. **Please find attached in Appendix 2.**

6. Towns Fund Communications

6.1 Limitless Update

- 6.1.1 Please see **Appendix 3** for the Activity Reports for March/April in addition to the Social Media Calendar and Communications Planner.

6.2 PCC Comms Update

- 6.2.1 Media relations activity is gaining momentum, with coverage to be found here: Towns Fund Communication

Next media relations items are:

Piling on-site release – ISSUED

Artist appointment for Animate cladding – in progress for May

Limitless has created a communications plan for the remainder of the year. At the end of each month the plan will be updated and circulated. A social media calendar for May has also been produced and June's calendar will be circulated at the end of May.

- 6.2.2 Media briefings are now taking place:

- Place North West: 3rd May
- Estates Gazette: late May/early June: Date to be confirmed
- NW Business Desk: 8th June
- NW Insider: Date to be confirmed
- LEP: Date to be confirmed
- REACT NEWS: Meeting at UK REiiF

No response from Blog Preston, BBC Radio Lancs and Lancashire Business View but Limitless is in the process of following up invitations

- 6.2.3 Limitless will also be setting up a community roadshow for Councillors to speak directly with community leaders/groups. The activity has been paused due to purdah, but a one-page overview of the community roadshows will be circulated for approval 12th May

- 6.2.4 Preston City Council will be in attendance at UK REiiF on the 17th May at Leeds Royal Armouries, in collaboration with Marketing Lancashire and three other Lancashire Local Authorities.

PCC/Limitless has also been working on attendance/participation with 27th – 28th Sept Mini UK REiiF in Birmingham, but due to unforeseen circumstances this has been cancelled. NB @ PCC and MG @ Limitless are following up with event organisers to ascertain if there are alternative opportunities.

- 6.2.5 NW Insider Round Table will now take place in September. Event will be hosted at UCLan.

- 6.2.6 Lancashire Business View Property Conference in September. Event organisers have declined the opportunity to host the event at the Guild Hall as the Winter Gardens in Blackpool already booked.

- 6.2.7 A summary of the period since the January Board is set out below:

Animate:

Press release has been issued regarding piling work started, with steelwork due to commence on site in June.

A separate plan for the 'Feathers' statue will be developed to maximise a series of PR opportunities and dovetail with the national launch of the next Aardman film to be launched in 2024. MG @ Limitless in discussion with Aardman to determine what activity can be undertaken.

Limitless has also established a contact with Animate site manager and will be in regular contact to keep apprised of progress. EWG/MGD will also be circulating a newsletter to local businesses and residents regarding site progress and will share content with the TF board.

Preston Youth Zone:

The announcement regarding YIF funding received widespread coverage.

The Harris:

A news story on social value in collaboration with Conlon and Eric Wright Group has been paused until hard statistics can be provided.

The Harris is also due to undergo fit out works, and there has been discussions around a press release regarding the contractor being appointed. More details will be circulated w/c1505

Amounderness House:

Public consultation was due to commence in May for planning application. Will run for six days. Planning application originally due to be submitted in July but will move back as decision to undertake strip-out works to reveal more of the building and therefore reduce the risk profile of the project.

Educate Preston

Currently liaising with Educate Preston regarding a photoshoot of the three partners to announce the launch of the service. Date to be confirmed w/c1505

The Towns Fund Board is requested to:

- (i) Note the April Monitoring Updates;
- (ii) Approve the introduction of the LUF M&E Board merging with the Towns Fund TIG and M&E Board
- (iii) Approve the M&E Submission for June – will be sent directly to the board from PCC finance

Appendix 1 – Project Monitoring Updates – April TIG Update



Appendix 2 –



Appendix 3 – TOWNS FUND (TF) FUNDING ANNOUNCEMENTS /PR PROTOCOL



[PR Protocol for TD Board .docx](#)

TIG – April 23 Update



PRESTON YOUTH ZONE Monthly Update – Apr 23

Summary on a Page (SOAP) : For internal use only



Summary of the month

Planning determination delayed until early June 2023 to afford more time to respond to Planning Officer queries in relation to biodiversity and landscaping. Next available planning meeting 8th June 2023 (due to purdah).

Architectural, Civil and M&E draft S4 tender drawings complete and in the process of being reviewed as per the current programme. BREEAM works ongoing.

Further letter issued to the adjacent mill owner in relation to party wall/rights to light; further site investigations on-going – works planned for 5 and 6 Apr 23 as per the agreed license with PCC.

Preston Youth Zone incorporated (with Companies House) CH#14606941

YIF capital funding support announced, meaning the project has now secured 100% income required to fulfil the capital envelope.

Key Focus Next Month

Landscape design and Biodiversity Net Gain assessment finalised and submitted in advance of planning determination 8th June 2023

GFA to be agreed – Teacher Stern (PYZ) draft received – will be revisited post Easter with significant progress by end Apr 23. Includes draft Agreement for Development & Lease. Continue negotiations.

Revised programme setting out key milestones including final cost plan – post planning determination.

Tender documentation to be finalised and approved.

Procurement strategy in line with YIF to be agreed.

Key Risks

Risk	Mitigation	RAG
Parties unable / unwilling to enter into main GFA	Work on main GFA ongoing	A
Right to light mitigation strategy not agreed by parties	Parties continuing to liaise	A
Breach of Subsidy Control Regulations	PCC and OnSide to take separate independent legal advice on compliance. Covered by GFA	G

Report Compiled by Project Lead

Who	Role/Responsibility
Fiona Norcross	OnSide project lead

Towns Fund Contribution	Other Funding	Total Project cost
CAP £5.3 million REV £	£7 million	£12.3 million

Actions Requiring PCC Action

None at the current time.

Key Programme Dates

Task	Start	End
Planning Submission – to – Approval	25 Nov 22	08 Jun 23
Tender open; public portal via Proactis	16 Jun 23	25 Aug 23
Agree contract sum	25 Sep 23	
Possession of site	02 Oct 23	10 Jan 25
End of construction period		13 Jan 25



Key Comms Messages

Preston Youth Zone is looking to work with other community organisations and groups, and engagement has begun. The charity has received a Youth Investment Fund grant. This means the Youth Zone has secured all of its building costs and focus will now remain on raising the revenue funding it needs.

The amount published by the DCMS also includes a contingency sum which we only have access to if costs increase, plus some towards pre-opening costs. The amount we have stated in our press release is the grant that directly funds the building costs.

This is welcome investment in young people here in Preston. We believe young people deserve the very best opportunities to succeed in life and, crucially, support from trusted adults. Our Youth Zone will be packed with dedicated youth workers, who will support and inspire thousands of young people across Preston.

The hard work isn't over as we continue to raise funds to cover the running costs of the Youth Zone. We are encouraging local businesses and philanthropists to be part of Preston Youth Zone's story – join us in transforming young lives in Preston, and see the difference it makes to our community.

PRESTON YOUTH ZONE Monthly Update – April 23

Summary on a Page (SOAP) : For internal use only



Animate Monthly Update – April 23

Summary on a Page (SOAP) : For internal use only

Summary of the month

- The piling works to the site are all but complete, allowing the foundation works to commence
- the capping beam to the retaining wall has been cast, allowing the remaining spoil to be removed from site
- Technical Approval for the S278 works has been agreed with LCC Highways

Key Focus Next Month

- Continue with the foundation works
- Commence the retaining structure adjacent to the market hall
- Commence the below slab drainage

Key Risks

Risk	Mitigation	RAG
Design changes from Landlord and/or tenants	Implement a robust change control process	RED
Conclusion of the legal agreements around the new sub-station	Fortnightly meetings arranged to try and keep a focus on it.	RED
The minimum areas and critical dimensions aren't achieved	Regular check measurements to be undertaken	RED

Report Compiled by Project Lead

Who	Role/Responsibility
Nick Hague	Project Manager

Towns Fund Contribution	Other Funding	Total Project cost
£xx	£xx	£45,830,755

Actions Requiring PCC Action

- Ongoing support in agreeing the wayleave and lease agreements for the new sub-station

Key Programme Dates

Task	Start	End
Commence piling	13/3/23	5/5/23
Pile Caps	29/3/23	21/4/23
Retaining wall construction	17/4/23	2/6/23
Below slab drainage	22/5/23	21/7/23
Construction	9/01/23	28/10/24

Animate Monthly Update – Feb 23

Summary on a Page (SOAP) : For internal use only

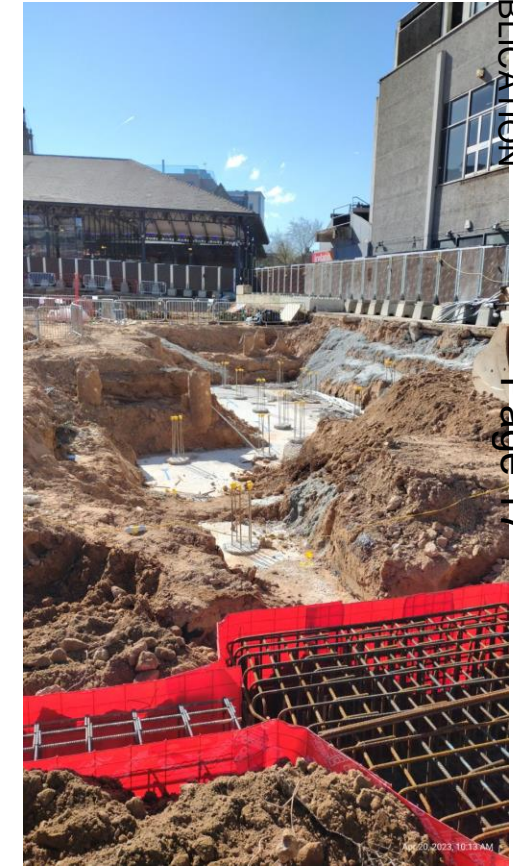


Key Comms Messages

- Steel frame erection in July 2023

Animate Monthly Update – Feb 23

Summary on a Page (SOAP) : For internal use only



Illuminate and Integrate Monthly Update – April 23

Summary on a Page (SOAP) : For internal use only



HARRIS QUARTER
Towns Fund Investment
Programme



Towns Fund



Summary of the month

- Ongoing review of Lancaster Road street lighting design and Market Street wall mounted light fitting design following meeting with LCC Street Lighting department
- Ecology and Heritage reports received by CBRE to support planning application submission for lighting
- CBRE to submit planning application on receipt of approved LCC Street Lighting sign off
- DLUHC formally approved Project Adjustment regarding outputs on 20 March 2023

Key Focus Next Month

- Planning submission for lighting scheme given Conservation Area status
- TRO consultation / Public consultation

Key Risks

Risk	Mitigation	RAG
• LERG grant agreement not formally entered into with LCC	LCC and PCC are progressing	Low
• TRO and S.278 Agreements	Public Consultation to progress	High

Report Compiled by Project Lead

Who	Role/Responsibility
Julie Palmer	Project Lead

Towns Fund Contribution	Other Funding	Total Project cost
£1.4M	£130k PCC £800k LERG	£2.3M

Actions Requiring PCC Action

Following TF Board approval in September 2022 to a change in outputs, a request for a Projects Adjustment was made to LCC, in relation to the LERG Grant

- Revised outputs for LERG grant is waiting approval by LCC

Key Programme Dates

Task	Start	End
S.278 Agreements	Feb 2023	May 2023
Public consultation	March 2023	June 2023
TRO (Part 2)	July 2023	Sept 2023
S.278 Agreements (Part 2)	Sept 2023	Dec 2023
Construction	Dec 2023	Nov 2024



Key Comms Messages

No Update



Images

Amounderness House Monthly Update – April 23

Summary on a Page (SOAP) : For internal use only

Summary of the month

- Designs have now moved forward and received positively by the W_rkspace team.
- Further surveys have been proposed by the design team to help mitigate risk ahead of the planning submission.
- Early consultation with the Markets has been positive, we are seeking collaboration with the LCC Highways team but annual leave has seemingly delayed elements – **URGENT and has been escalated.**
- Initial observations of the roof timbers were positive but an intrusive survey is recommended.

Key Focus Next Month

- Obtain confirmation for the strip out works from LCC regards highways involvement – **Now Urgent**
- Once approved start the lead in process for the strip-out works
- Prepare the Stage 3 report to present to the council
- Approval of sub-station position once options have been appraised by the team.

Key Risks

Risk	Mitigation	RAG
Cost increases	Regular updates form the QS Team with any anticipated cost changes	Green
Lack of engagement from LCC highways teams	This has been escalated to director level and is being monitored closely.	Red
Strip out works reveal more work is needed on structural elements than first anticipated.	The strip out work being undertaken early gives PCC a better view of the buildings and allows informed decisions to be made.	Green

Report Compiled by Project Lead

Who	Role/Responsibility	
Matt Cowburn	PCC Client Rep	
Towns Fund Contribution	Other Funding	Total Project cost
£5,194,000	£2,055,386 (PCC)	£7,249,386

Actions Requiring PCC Action	Who	RAG
• DMA to be concluded	• MP	Red
• Any escalation to LCC Highways regards engagement on the project	• CH	
• PCC to approve strip out spend to enable an accurate design	• CH	

Key Programme Dates

Task	Start	End
RIBA Stage 3	Mar 23	Aug 23
Planning App	Aug 23	Nov 23
RIBA Stage 4	Aug 23	Nov 23
Legals/Contract	Nov 23	Mar 24
Stage 5	Mar 23	Aug 25

Amounderness House Monthly Update – April 23

Summary on a Page (SOAP) : For internal use only



HARRIS QUARTER
Towns Fund Investment
Programme



**Towns
Fund**



Key Comms Messages

Next key message will be lodging the planning app, date tbc. LCC meeting and strip out works need to commence first.

Amounderness House Monthly Update – April 23

Summary on a Page (SOAP) : For internal use only



FOR PUBLICATION

Page 23

Images



Educate Preston (CEIAG) Monthly Update – April 23

Summary on a Page (SOAP) : For internal use only



HARRIS QUARTER
Towns Fund Investment
Programme



Towns Fund



Summary of the month

- Comms meeting with Limitless PR (Michael) and PCC (Nicole) 4 April 2023.
- Meeting with the Martin Property Group re use of Fishergate Shopping Centre 11 April 2023.
- Visit to Fishergate Shopping Centre 14 April 2023 – identified locations for mobile presence.
- Partners' Collaborative Away-day 19 April 2023 – website content subsequently finalised.

Key Focus Next Month

- Finalise contractual agreements.
- Continue to progress website/online platform, including data capture and privacy.
- Continue to identify potential locations for mobile solution.
- Launch comms with Limitless PR and PCC.

Key Risks

Risk	Mitigation	RAG
Readiness of digital platform	Close and tight working of partners and supplier to ensure timescales are met	Med

Report Compiled by Project Lead

Who	Role/Responsibility	
Rebecca Barnes	Project Lead	
Towns Fund Contribution	Other Funding	Total Project cost
£156,800	£90,000	£246,800

Actions Requiring PCC Action

Key Programme Dates

Task	Start	End
V-C and Principals photo shoot	2 May 2023	2 May 2023
Meeting with OnSide/Youth Zones	9 May 2023	9 May 2023
Digital soft launch*	July 2023	



Key Comms Messages

Currently liaising with PCC and limitless comms

Educate Preston (CEIAG) Monthly Update – April 23

Summary on a Page (SOAP) : For internal use only



Images



City of Preston Towns Fund and Levelling Up Board

Technical Implementation Group/Monitoring and Evaluation Board for PCC Towns Fund and Levelling Up Funding

Terms of Reference

Preston City Council is the accountable body for the Preston Towns Fund Board and the Levelling Up Fund/Active Preston Board.

The Technical Implementation Group has provided guidance for the projects from inception, through the business case process and now into the Construction phase. This will be undertaken by the Active Preston Programme Working Group for the Levelling Up Fund team.

The meeting shall take place quarterly with the TF TIG/Active Preston Board element taking place first providing a general update. The team will have a brief break then move into the M&E portion of the meeting.

The project monitoring reports for TF and LUF will be submitted monthly to ensure there is an ongoing review or necessary progress and the level of assurance needed for the programme boards of TF and LUF. The monthly monitoring will be collated and reviewed by Matthew Cowburn who will act as programme manager.

The TIG/TF and LUF M&E Board shall comprise:

- Director of Resources PCC (Vice Chair) – Jackie Wilding
- TF Board Director – Anne-Marie Parkinson
- TIG Member – Mark Flemming
- Head of City Centre Regeneration (PCC) – Chris Blackburn
- TF/LUF Programme Manager (Vice Chair) – Matthew Cowburn
- Plus – Beckie Joyce
- Secretariat (Chair) – Lee Hurst - Head of Financial Services (PCC)
- TF TIG Only - Robert Binns
- TF TIG Only – Mervyn Sheppard
- TIG/M&E – All TF and LUF Project Leads
- Active Travel Lead – Julie Palmer

Technical leads are in place to review any changes, which centre around the *impact* of changes on the finance, physical practicalities of the proposed change and the impact on the public perception around any changes.

The technical leads are: -



- Matthew Cowburn – Programme/Cost (project level) implications
- Lee Hurst – Finance – Towns Fund/Levelling Up Fund
- Beckie Joyce – Strategy/Impact

The purpose of the TIG/TF/LUF/AP M&E Board is to:

1. Ensure that financial and performance monitoring returns are submitted to the government on time.
2. Ensure that the baseline monitoring positions are understood.
3. Receive monthly reports from the Technical Implementation Group on Phase 3a, Phase 3b and Construction milestones of the TF projects.
4. Receive monthly reports from the Active Preston Group on the design progress and ultimately construction milestones of the LUF projects.
5. To establish and review the Programme Risk Register
6. To issue and collect the prescribed monitoring metrics from Project Leads
7. To issue and collect the prescribed grant claim forms from Project Leads
8. To annually review the Sustainability Statements
9. To annually review the Towns Fund Social Value Framework and report progress to the Towns Fund Board (NB Social Value Metrics are set out in the output schedules)
10. Ensure on-going compliance with the Towns Fund/Levelling up Fund Assurance Framework
11. Commission and oversee any additional evaluation exercises as requested by the Board(s)

Be known



Activity Report

March 2023

We help our clients stand out and attract, engage and educate, champion and lead, inform and influence.

Be known



ITEM	ACTIVITY	TIME/DATE
Account Management		
Client Liaison	Emails/advice and guidance	MAR
Partner Liaison	Meeting with Conlon re Social Value and activity at Harris	MAR
Client Meeting	Client meeting re Animate	08/02/23
Client Meeting	Comms check in with NB	30/03/23
Client Meeting	UK REiiF meeting with participants	30/03/23
Strategic Communications		
Guild Hall	Noted final position for any media enquiries regarding GH	MAR
High Streets Conference	Supporting NB with liaison with BEN High Street Conference in September	MAR
Media Briefings	Further discussion regarding designated spokespeople for media briefings.	MAR
Media Relations		
NW Insider	Put forward PCC and TF Board for inclusion in Lancashire Review – Editor declined contribution	MAR
NW Business Desk	Lancashire Roundtable – liaised with editorial team to provide panel members	MAR
Lancashire Business View	Liaison with editorial and sponsorship team regarding opportunities for inclusion in event q	MAR
Animate Photoshoot	Arranging and co-ordinating photoshoot	MAR
Animate Piling	Drafted release regarding next phase of construction work beginning	MAR
Digital Media		
Invest Preston	Populating Twitter and LinkedIn channels	MAR

Circulation:

Towns Fund Board
 Nicole Billington
 Michael Gregory
 Claire Stephenson
 Justin Strong

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Activity Report

April 2023

We help our clients stand out and attract, engage and educate, champion and lead, inform and influence.

Be known



ITEM	ACTIVITY	TIME/DATE
Account Management		
Client Liaison	Emails/advice and guidance	APRIL
Client Meeting	Project Board meeting	03/04/23
Client Meeting	Educate Preston meeting re launch	04/04/23
Client Meeting	Animate comms meeting	12/04/23
Client Meeting	UKREiiF Participant meeting	14/04/23
Client Meeting	Preston Youth Zone comms meeting	19/04/23
Client Meeting	Animate comms meeting re Feathers	21/04/23
Strategic Communications		
High Streets Conference	Supporting NB with liaison with BEN High Street Conference in September	APRIL
Aardman	Aardman research document detailing key dates in preparation for meeting with Aardman	APRIL
UKREiiF	Edited document for inclusion in UKREiiF brochure	APRIL
Media Relations		
Media briefings	Issued invitations to local, NW and national trade media	APRIL
Animate Piling	Issued piling press release to media list and follow ups	APRIL
Forward Features	Monitoring regional property features in Property Week, EG and NW Insider	APRIL
Digital Media		
Invest Preston	Populating Twitter and LinkedIn channels	APRIL
Social Calendar	Production of social media calendar	APRIL

Circulation:

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We help our clients stand out and attract, engage and educate, champion and lead, inform and influence.

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Thursday	UKREIIF	Information	LEEDS			📍 Come and see what's happening in Preston and the wider Lancashire region at UKREIIF - the UK's Real Estate Investment and Infrastructure Forum. We'll be on the Marketing Lancashire stand on the 17th May, and we'll our team will be taking part in a series of roundtables discussing the opportunities in our city and the region. Tag @REIIF, Marketing Lancashire and PCC	#InvestPreston #ProudPreston #UKREIIF Twitter: #UKREIIF #Preston		
Friday									
W/C 15/05/23									
Day	Topic	Theme	Image	Link	Content	Hashtags	Channel	Boosted Post	
Monday									
Tuesday	People	Humanising the Harris Quarter Regeneration programme	Pic of site manager of Animate	Invest Preston page link?	🗣️ Meet Matthew Friedman. He is the site manager of the £45 million Animate project. We asked Matthew a few quick fire questions.... TBC	#InvestPreston #ProudPreston	LinkedIn and Twitter		
Wednesday	Regeneration	Showcasing Preston	Pics of UK REIFF		Live updates from UKREIIF - need info on who is attending and to request info sending to us.				
Thursday									
Friday	Key Stats	Information	Animate construction site		🗣️ Friday Fact! Did you know that when the former car park was demolished, all the concrete was recycled and used on site, avoiding the removal and transportation to landfill ♻️	#InvestPreston #ProudPreston	LinkedIn and Twitter		
W/C 15/05/23									
Day	Topic	Theme	Image	Link	Content	Hashtags	Channel	Boosted Post	
Monday									
Tuesday	Towns Fund Board	Humanising the Harris Quarter Regeneration programme	Pic of Board Member	Link to news page on Invest Preston's website showcasing the board member	Meet Name and Title - start with John Chesworth	#InvestPreston #ProudPreston #TownsFund	LinkedIn and Twitter		
Wednesday									
Thursday									
Friday	Fast Fact	Showcasing Preston	Pic of the Harris	https://www.theharris.org.uk/about-us/the-history-of-the-harris/	🗣️ Did you know that the Harris Museum was established in 1893, as a gift to the people of Preston by Edmund Robert Harris. Find out more here 🗣️	#InvestPreston #ProudPreston #HarrisYourPlace			
W/C 22/05/23									
Day	Topic	Theme	Image	Link	Content	Hashtags	Channel	Boosted Post	
Monday									
Tuesday	Towns Fund Board	Humanising the Harris Quarter Regeneration programme	Pic of Board Member	Link to news page on Invest Preston's website showcasing the board member	Meet Name and Title - next profile Rob Binns	#InvestPreston #ProudPreston #TownsFund	LinkedIn and Twitter		
Wednesday									

Thursday	Economy	The economic value of the Harris Quarter Regeneration Programme	Pic of City Centre	Link to relevant page on Invest Preston	The investment into Preston over the coming years will see over £XXX million being invested into the city, creating XXX jobs and XXX new homes. You can find out more here... need some info on this	#InvestPreston #ProudPreston #TownsFund	LinkedIn and Twitter	
Key Stats	Information	Animate construction site	Pic of Animate construction site		📍 Fast Friday Fact! A total of 332 piles are being inserted into the ground to construct the Animate building, which will provide a strong support for the foundations.	#InvestPreston #ProudPreston #TownsFund	LinkedIn and Twitter	
W/C 29/05/23								
Day	Topic	Theme	Image	Link	Content	Hashtags	Channel	Boosted Post
Monday	People	Humanising the Harris Quarter Regeneration programme	Pic of site manager of Animate	https://www.theharris.org.uk/harrisyourplaceinformation/	Meet Matthew Friedman. He is the site manager of the £45 million Animate project. We asked Matthew a few quick fire questions...	#InvestPreston #ProudPreston #TownsFund	LinkedIn and Twitter	
Tuesday								
Wednesday	Information	Humanising the Harris Quarter Regeneration programme	CGI images of the Harris Museum	https://www.theharris.org.uk	Find out what's happening at the Harris Museum during the excitement renovation and refurbishment project. Learn more about the new culturing and learning features and spaces that will be for all of the community 📍	#InvestPreston #ProudPreston #HarrisYourPlace		
Thursday								
Friday	Friday Fact		Latest construction pic		📍 Your Friday Fact for the day: For the Animate Preston project, there will be a huge 1,150 tonnes of steel going into the steel frame.	#InvestPreston #ProudPreston #TownsFund	LinkedIn and Twitter	

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