



Communications update

MDC Board, 24th March 2023



Communications approach

Objectives

- ▶ To raise the profile of the MDC among national, regional and property industry audiences to instil confidence in the plans for Town Centre West and attract investors and partners
- ▶ To raise the regional and national profile of the MDC as an exemplar regeneration vehicle, successfully tackling the systemic barriers to regeneration faced by town centres across the country
- ▶ To change perceptions of Stockport as a place, through positive positioning of the regeneration plans (to date and on-going) & the MDC
- ▶ Engage with the local community to increase their awareness of MDC activity, inform strategy and secure long-term support for regeneration

Approach

Appointed Marketing Stockport and Coverdale Barclay to provide strategic and campaign support to the MDC, focused on local and regional/national/industry audiences respectively



National, regional & industry communications

Recap on Objectives

- Raise the profile of the MDC amongst national, regional and property industry audiences, to instil confidence in the plans for Town Centre West and attract investors and partners.
- Change perceptions of Stockport as a place, through positive positioning of the regeneration plans (to-date and ongoing) and MDC

PR ACTIVITY
NOVEMBER 2022 – MARCH 2023

Media tours

React News and Place North West

Coverdale Barclay secured x2 media tours in January 2023.

This resulted in coverage in **React News** and a familiarization tour with **Place North West**.

React News

Reach (16,000 visitor per month)

Titled *What's next for Greater Manchester's development hotspot?* The piece highlights key messaging about Town Centre West, the MDC and individual projects such as Exchange, Interchange, Weir Mill and Stockport 8

Stockport: what's next for Greater Manchester's development hotspot?

27 Jan 2023 | by Charlie Schouten

React News caught up with the council's director of development, Paul Richards, to hear about the borough's next big projects



React News

Quotes

“The town is undergoing dramatic transformation and now has three tower cranes within a stone’s throw of the viaduct itself, and plenty more development besides”

“The wider regeneration, spearheaded by the town’s Mayoral Development Corporation, has also attracted private investment”

Paul Richards said: “It’s about making things happen and creating an atmosphere where the private sector can come and be successful. And when we’re looking for partners, it’s a two-way street – we’ll create that atmosphere, but they need to be credible and deliver.

“We’re only investing in Stockport for the purpose of making it a better place for our residents”

“It’s an absolute demonstration of collaboration across all political colours to deliver the MDC. ”

Profile and positioning of the MDC within partner announcements

Coverdale Barclay has continued to work with Stockport MDC's partners to ensure there is a profile for the MDC in partner-driven announcements, and that positioning for Town Centre West reflects the ambitious nature of the plans.

Announcements include:

- Tower cranes on site at Weir Mill
- New occupier at Stockport Exchange
- New bridge on site at Interchange

12 pieces of coverage achieved so far this year with a collective audience reach of 560k.


Huge 90-tonne bridge successfully lifted into Stockport's new transport hub

It's going to open next year

NEWS By Ethan Davies

14:58, 13 MAR 2023

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 Emap T106



Once complete, Stockport Exchange will boast three office buildings as well as a hotel. Credit: via Muse

Eyecare provider sets sights on Stockport

HISTORIC MILL RESTORATION CONTINUES APACE

© 9 Feb 2023  North West  Property



Weir Mill in Stockport

PLANNED ACTIVITY

Planned activity – upcoming coverage

The MJ interview - March

Interview with Lord Kerlake and Cllr Mark Hunter about Town Centre West and Stockport town centre's regeneration. The piece is due to publish w/c 20 March 2023.

Planning Magazine webinar- May

Proposed webinar with Lord Kerlake on “How to plan town centre regeneration in an age of permitted development and online shopping”. Dates to be confirmed and content to be developed.

The logo for 'THE MJ.CO.UK' features the word 'THE' in orange, stacked vertically, followed by 'MJ' in a large, bold, purple font. Below this, the text '.CO.UK' is written in orange. A thin purple horizontal line is positioned above the '.CO.UK' text.The word 'PLANNING' is displayed in a large, bold, black, sans-serif font. A light blue dotted line is drawn horizontally across the middle of the letters.

Planned activity

PR activity beyond March/ April pending procurement.

Internal and external milestones and considerations

- Stockport 8 partner announcement
- UKREiiF
- St Thomas' start on site
- Weir Mill progress
- Stockport Interchange progress
- New funding announcements
- Sustainability message development
- Macro socio-economic hooks, e.g. housing crisis - positioning plans like TCW as the solution



Local communications

Update on local communications campaign



- Newspaper delivered to all Stockport households between 20th February - 24th March
- Supporting social media and promotion campaign





Questions?