

BLACKPOOL COUNCIL
WYRE COUNCIL
FYLDE BOROUGH COUNCIL

Update on the Inward Investment Campaign on behalf
of the Growth & Prosperity Team

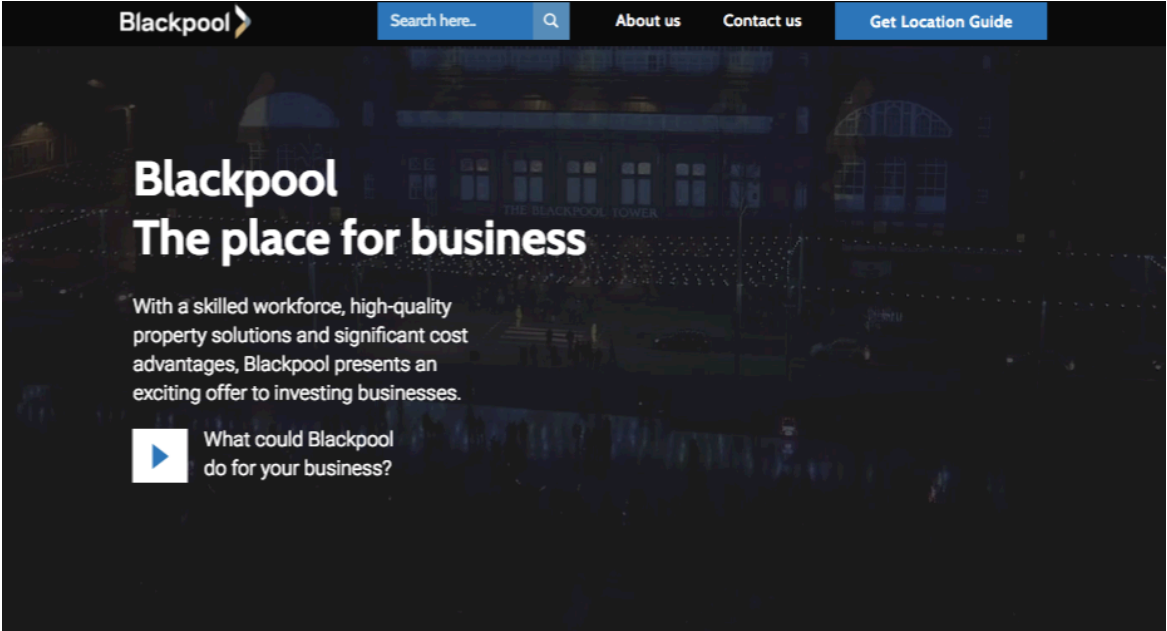
07.06.21

WHERE WE STARTED

Blackpool

The place for business





The basic brand assets

Logo and strapline



Colour palette

Pantone Black		Pantone 7544		Pantone 7546		Pantone 466		Pantone 285	
C 0	R 29	C 35	R 133	C 73	R 39	C 8	R 211	C 90	R 0
M 0	G 29	M 14	G 151	M 45	G 60	M 23	G 179	M 48	G 113
Y 0	B 27	Y 11	B 163	Y 24	B 78	Y 52	B 125	Y 0	B 185
K 100		K 34		K 66		K 15		K 0	

Font

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Other observed assets or conventions used consistently

The use of 45 degree angles and colour blocks as a layout device, and sector iconography



Blackpool

THE PLACE FOR BUSINESS

BUSINESSINBLACKPOOL.COM



Food Manufacturing Cluster

Blackpool is home to a diverse and prospering food manufacturing cluster, characterised by high levels of investment, innovation and value-added products.



BENEFITS FOR YOUR BUSINESS

Workforce
A highly skilled workforce is at the heart of Blackpool's offer across a range of skills levels and sector specialisations.

Sites and Properties
A thriving industrial and commercial centre, Blackpool's property offer includes Enterprise Zone sites and prime town centre offices.

Cost Savings
Blackpool's expertise is combined with highly competitive labour and energy costs, enabling investing businesses to save money without compromise.

Education and Research
Blackpool's labour force is supported by educational excellence, with a proven track record of successful industry collaborations.

Contact the Blackpool team to find out more about growing your business in the Blackpool area.
BUSINESSINBLACKPOOL.COM

Providing direct access to world-class industry clusters, skilled people and high quality properties, combined with significant cost savings for investing businesses.
BUSINESSINBLACKPOOL.COM

Join the Blackpool Team for Business on [Facebook](https://www.facebook.com/BlackpoolTeamforBusiness) or [LinkedIn](https://www.linkedin.com/company/blackpool-team-for-business)



Aerospace and Advanced Engineering
Blackpool provides aerospace and advanced engineering businesses with access to the expertise, supply chains and skills of Europe's largest aerospace cluster, combined with significant cost advantages versus key competitor locations.



Advanced materials Technologies
Blackpool is home to a niche cluster of highly specialised advanced materials technology companies, operating at the forefront of their fields.



Energy Sector
Blackpool is located at the heart of a diverse regional energy cluster, incorporating nuclear, unconventional gas, offshore renewables and energy brokerage capabilities.



Food Manufacturing
Blackpool is home to a diverse and prospering Food Manufacturing cluster, characterised by high levels of investment, innovation and value-added products.



Business, Professional and Financial
An established commercial centre, Blackpool combines a transformed town centre office product with a large-scale administrative workforce.



Blackpool - an exciting offer for investing businesses

- Skilled workforce
- High quality property solutions
- Significant cost advantages
- Dedicated business support

Working together to build a stronger, more resilient future. Find out what Blackpool could do for your business.

Freephone: 0800 1644922 / Nicole Billington 07393 796951
Email: nicole.billington@blackpool.gov.uk Twitter: [@Blackpool_Biz](https://twitter.com/Blackpool_Biz)
www.businessinblackpool.com

Blackpool
The place for business



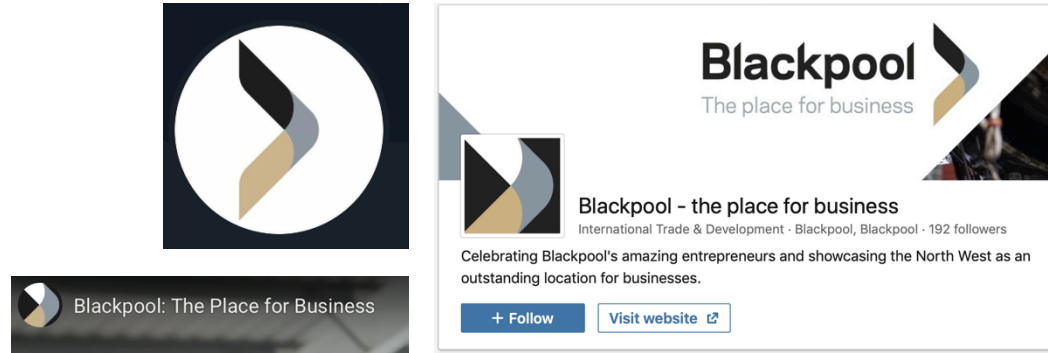
Blackpool

The place for business

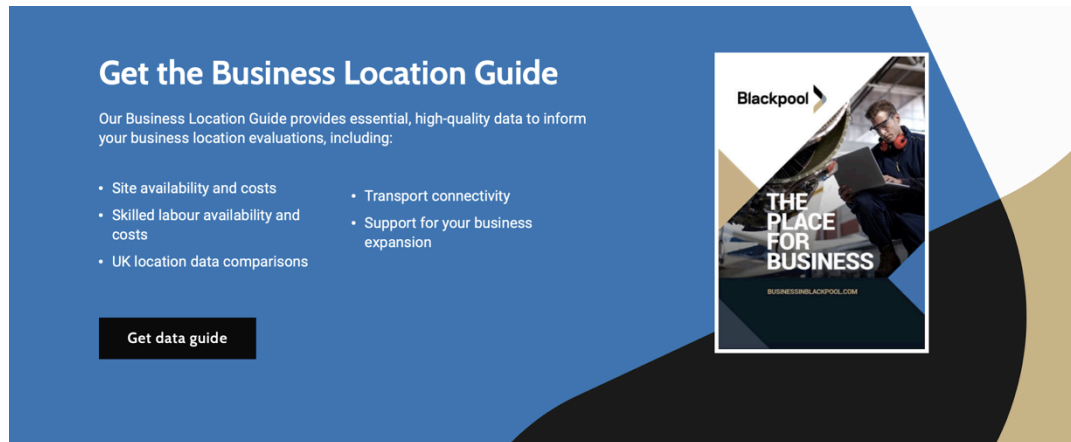
BE AN ADVOCATE FOR BUSINESS IN BLACKPOOL

BUSINESSINBLACKPOOL.COM

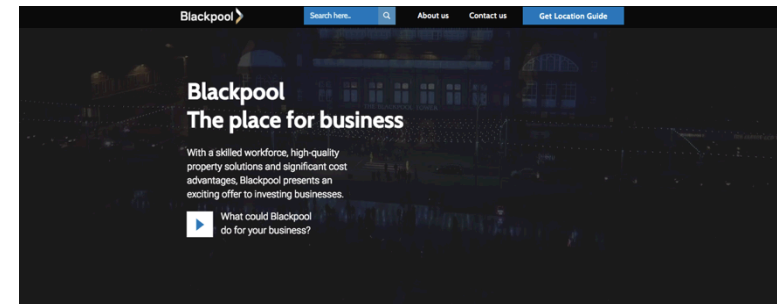
Observed inconsistencies



App icons vary between entire mark and crop of mark



Curved shapes from logo enlarged and cropped – used as a background here on website (contrasted with 45 degree angles used in print)



Font on website is not Robotto



Blackpool - The place for business Retweeted
Blackpool Unlimited @BlackpoolUnltd · Jun 1
The new #COVID19 discretionary grant fund has gone live today for #Blackpool businesses, but please read the guidance to see if you are eligible before completing your application
blackpoolunlimited.com/c19dggf

Blackpool Council and 7 others

6 3

Blackpool - The place for business Retweeted
Blackpool Council @BpoolCouncil · May 27
We're excited to say we'll soon see the demolition of the existing Wilko store building, meaning we're one step closer to getting a new passenger interchange at Blackpool North Station, a four-star Holiday Inn hotel & restaurant, new retail & more jobs!
#MakingBlackpoolBetter

8 19 68

Blackpool - The place for business Retweeted
Blackpool Unlimited @BlackpoolUnltd · May 19
Wednesday As part of its series of online webinars and discussions focusing on business recovery, the @Lancschamber is partnering with the @GoogleUK #GoogleDigitalGarage to offer a series of free public webinars online. blackpoolunlimited.com/S=0/events/eve...

3 3

Blackpool - The place for business Retweeted
fydeccouncil @fydeccouncil · May 20
Everyone has a role to play in helping to control the virus by staying alert and following the rules.
This is how we can continue to save lives as we start to recover from coronavirus.
#StayAlert

4 5

Blackpool - The place for business @Blackpool_Biz · May 22
Here's the latest business support from Blackpool EZ team. Please feel free to share and let us know if you would like your own email copy. More business support can be found at blackpoolbiz.com
[blackpoolcouncil.org/1L8J-6VSPD-32/...](https://blackpoolcouncil.org/1L8J-6VSPD-32/)

4

Blackpool - The place for business Retweeted
Blackpool Airport EZ @BlackpoolEZ · May 26
Great news for local sports clubs - Planning is granted for 12 brand new multi-use grass sports pitches at Common Edge Playing Fields; work starts in June to be ready for the start of Aug 2021 season. Read the full story blackpoolbiz.com/news/

1 10

SOCIAL MEDIA FOLLOWERS: 12.06.20

Twitter Followers	462
LinkedIn Page Followers	185
LinkedIn Feed Followers	350

WEBSITE ENGAGEMENT – 3 months to 12.07.20

Users	350
Sessions	458
Bounce Rate	77%
Visit Time	74 secs

WE DID SOME INTERVIEWS AND WE
LEARNED SOME THINGS...

The brand needed 'More'

“Don't think you can take a formula that's worked elsewhere & just change colour and wording, felt a bit like that.”

“Current material is fine, but swap out the name & it could be anywhere”

“Place for Business Brand is generic, lost & not that true, we should take advantage of Blackpool's unique personality as its business offerings may not be any stronger than anywhere else”

[www.placenorthwest.co.uk](#) › insight › why-rochdale-is-... ▾

Why Rochdale is the place for business - Place North West

28 Oct 2019 - Serial entrepreneur Darren Clancy has a number of **business** interests, including SPC Sheet Metal in Littleborough, where he is the finance ...

[www.discoverpenrith.co.uk](#) › our-town › the-place-for-... ▾

The Place for Business - Discover Penrith

Whether you're already in **business** in Penrith or are thinking of locating here, the town has many competitive advantages to help you succeed.

[dorsetlnp.org.uk](#) › wp-content › uploads › 2019/01 › D... ▾ PDF

the natural place for business - Dorset Local Nature Partnership

THE NATURAL. **PLACE FOR BUSINESS** a Natural Capital investment strategy for Dorset. Dr Simon Cripps, and the Board and Officers of the Dorset LNP ...

[www.astonshaw.co.uk](#) › why-ipswich-is-a-great-place-t... ▾

Why Ipswich Is a Great Place to Start a Business | Aston Shaw

There are some great reasons to start a **business** in Ipswich, in this article, we look at some of the best. For professional advice, contact us.

[www.virgin.com](#) › richard-branson › why-scotland-gre... ▾

Why Scotland is a great place to start a business | Virgin

This rise of Scottish start-ups is currently being led by some fantastic **businesses**, such as: one of the world's most successful new beer brands, Brewdog; and ...

[penzance.co.uk](#) › commerce ▾

Penzance, Cornwall is the Place for Business - Penzance ...

Business and Commerce in Penzance. The market town of Penzance is historically the commercial capital of the Land's End peninsula (known as Penwith).

[www.thetimes.co.uk](#) › article › best-places-for-business-co...

Best places for business: Coventry - The Times

9 Feb 2020 - Coventry has been at the heart of car-making and advanced manufacturing for more than a century, with Jaguar Land Rover and Aston Martin ...

[www.talk-business.co.uk](#) › Strategy ▾

Why Manchester is a great place to set up a business | Talk ...

24 Sep 2019 - For craftspeople, artists, sole traders, and the average Brit looking to start a small **business**, Manchester is a great city. In this guide, we explore ...

[workclockwise.co.uk](#) › 5-reasons-why-liverpool-might-... ▾

Serviced Office Liverpool - 5 Reasons Why Liverpool Is Great ...

Here's 5 reasons why Liverpool is a great **place** for your new office space or ... If you're looking to find the most suitable **business** location for a modern office, the ...

[www.chroniclive.co.uk](#) › ... › Sunderland

Sunderland named among top UK places to start a business ...

11 Feb 2019 - The city comes third in a league of UK cities where start-ups should launch their **business** ventures - and even tops London.

AND THEY WOULD LIKE IT TO BE MORE DISTINCTIVE

“The brand should capitalise on what they actually DO have, not try and ignore it / be something else that is generic.”

“Has warmth - a lot of other places can't do that and don't have the personality that Blackpool has already”

“Blackpool is ‘fun / creative / innovative’

“Blackpool already has a very strong brand, that is too well established as cheeky / brash fun, and they should do that in a good way”

“People have a fondness / nostalgia for Blackpool”

BECAUSE THERE IS A TENSION:

“fun / frivolity not necessarily a negative, but the negative is the portrayal that that is ALL the area has to offer, and also the associated deprivation angle - leaves a question mark around whether there is a serious business community here”

versus

“Felt as if they weren’t really recognising what people knew about the area...you can’t ignore it. Some element of softening of the brand might be at least worth having a conversation about.”

ARE PEOPLE LOCALLY ENGAGED?

“Messaging not reaching audience”

Businesses at event launches drift away, no engagement upkeep”

“Don’t feel engaged as a large company”

“Not quite got there yet”

“If they don’t buy into it / or are sufficiently bought into it then it’s missing a trick”

”Should know who / where they are / what their network is”

“Blackpool’s own business community ought to be their own best ambassadors, in terms of offer / regeneration etc.

“Blackpool business community is low hanging fruit”

SO WE REDESIGNED THE BRAND, AND
THE MESSAGING STRATEGY

WORKING BRAND PLATFORM

Purpose: Show the world we have the spirit to succeed

Values:

Determination

Enterprise

Ingenuity

Expertise

Emotional Benefit: Reassurance that Blackpool offers all they need - and more

The Role of the Brand: Demonstrate a bigger, better, growing Blackpool

Blackpool

Blackpool makes it work





Blackpool Brand Guidelines

Issued December 2020

Blackpool 

Blackpool Brand Guidelines

Issued December 2020

Blackpool 

The Spirit to Succeed.

Achievement in business isn't down to luck. It's hard won.

Success here comes through grit and determination, from a desire to always find a way forward. It comes with the imagination to innovate and a sense of adventure.

And most importantly it comes from the community pulling together, supporting each other, through working as a team.

In Blackpool, Fylde and Wyre, you'll find the perfect space for your business, from our Enterprise Zones to our multi-million pound town development programmes. We'll help you recruit the right talent for your business. Discover fantastic places to live as well as work. And our Growth and Prosperity Team will offer you all the help and assistance you need as you land in your new home.

We work hard for our rewards and as the world knows, we do it with a smile on our faces.

Blackpool



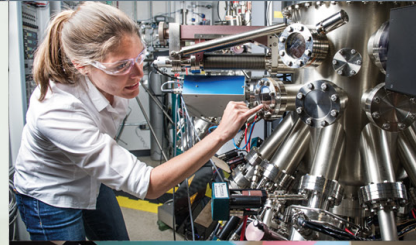
determination
to succeed



Blackpool makes it work.



CAN DO
CAN DO
CAN DO
CAN DO
CAN DO



IMAGINATION
+
DETERMINATION



Blackpool makes aerospace work.
Blackpool makes manufacturing work.



Aerospace and Advanced Engineering

Blackpool provides aerospace and advanced engineering businesses with access to the expertise, supply chains and skills of Europe's largest aerospace cluster, combined with significant cost advantages versus key competitor locations.

Advanced Materials Expertise

Significant cost savings for businesses

Blackpool's compelling business location offer is complemented by a highly competitive cost base. The area's labour costs are significantly lower than the national average, while industrial rents are amongst the lowest for England's essential Enterprise Zone locations.

24,000 Process Plant and Machine Operative Workers
17,700 Science, Research, Engineering and Technology Professionals

Regional Energy Cluster

Blackpool is located at the heart of a diverse regional energy cluster, incorporating nuclear, gas, offshore renewables and energy storage capabilities.

Grade-A Town-Centre Offices

Blackpool's proximity to businesses with prime office requirements has been highlighted through the development of Blackpool Gateway - an entirely new central business district and an exciting opportunity to invest that is unlike any other development.

16,400 sq ft **10.3%** **GB average 10.1%**
Advantage and Generous Workspaces

10,600 sq ft **8.2%** **GB average 7.9%**
Scale and Customer Services Workers

Labour Cost Savings**
-17% vs. GB average in Blackpool

Excellence in education and skills

Blackpool's compelling business location offer is complemented by a highly competitive cost base, including industrial rents that are significantly lower than the national average.

Blackpool's town centre property offer is complemented by a high quality stock of office based workers.

The Blackpool area has a higher percentage of all workers in all of the following key occupational, professional and customer service categories than the north east regional and Great Britain averages.

Aerospace and Advanced Engineering: Key data

Total in Employment*
350,600
458,700

Aerospace Workers*
6,200
7,000

Aerospace Workforce Concentration*
7x GB average
5.5x GB average

Advanced Manufacturing Workers*
13,800
14,000

Blackpool's 40+ mile Catchment*

Lancaster University¹
 UK Top 30 overall
 3x UK Top 10 ranked engineering courses

Blackpool and the Fylde College¹⁶
 Ofsted 'Outstanding' rating
 Engineering skills partnerships

University of Central Lancashire⁹
 UK Top 20 for General Engineering

Labour Cost Savings¹¹
 -17% vs. GB average

Property Cost Savings¹²
 Lowest property costs of England's most successful Enterprise Zones

Cross-Sector Energy Capabilities

Significant cost savings for businesses

Blackpool's compelling business location offer is complemented by a highly competitive cost base. The area's labour costs are significantly lower than the national average, while industrial rents are amongst the lowest for England's essential Enterprise Zone locations.

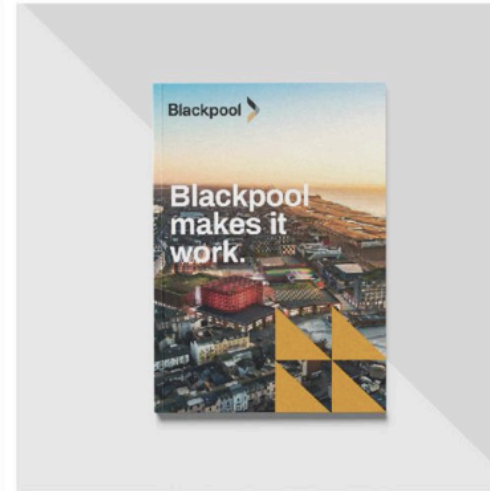
24,000 Process Plant and Machine Operative Workers
13,300 Advanced Manufacturing Workers
17,700 Science, Research, Engineering and Technology Professionals

Excellence in engineering education and research

Blackpool's additional capabilities base is supported by further education facilities that offer access to world-class technical and professional training and skills development, and a range of specialist training and research facilities in engineering and manufacturing disciplines.

Enterprise Zone property solutions

The Blackpool area's town centre Grade-A office-based offices and Blackpool Gateway focused on advanced technology and energy sectors, providing businesses with benefits from town-centre locations, including business rates discounts, enhanced social amenities and transport links, helping them to save money and minimise project risk.





Blackpool makes it work.

[Edit profile](#)

Blackpool Makes It Work
@Blackpool_Biz

A community of innovators with the spirit to succeed. If you need a way forward for your business, we have the workforce and infrastructure to make it work.

📍 Blackpool, England businessinblackpool.co.uk 📅 Joined May 2019

Blackpool Makes It Work @Blackpool_Biz · May 13

Find out how @HelispeedLtd have gone from a Blackpool startup to a world leading provider of pilots from Indonesia to America, the UAE and Tanzania.

Read the remarkable story at bit.ly/3y2bVm4

#blackpoolmakesitwork #businessinblackpool



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Blackpool Makes It Work @Blackpool_Biz · Jun 1

Would you like to stay in the know about business updates and highlights in Blackpool, Fylde & Wyre?

Sign up to our new monthly newsletter via the contact form here! bit.ly/3cbPSjV

#blackpoolmakesitwork #businessinblackpool



🗨️ 🔄 ❤️ 📌

Blackpool Makes It Work @Blackpool_Biz · May 25

BAE Systems' Tempest project set to drive innovation and support 5,000 skilled jobs in Lancashire, with the programme expecting to generate £7.9bn for the North West.

Read more about it here: bit.ly/3ufjnr7

#businessinblackpool #blackpoolmakesitwork



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Blackpool Makes It Work @Blackpool_Biz · Jun 3

Blackpool has been rated 7th out of 379 local authorities for its Enterprise Conditions in a recent report by the Legatum Institute.

Find out more about Blackpool's world-class industry clusters here: bit.ly/3fzhwYQ



🗨️ 🔄 ❤️ 📌

Blackpool Makes It Work @Blackpool_Biz · Jun 4

Blackpool's Abingdon Street Market will have eating areas for up to 250 diners as well as a bar and artisan stalls when reopening following a £3.6m investment.

Read more about the investment plans here: bit.ly/3ihstKx

#blackpoolmakesitwork



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Studio LWD: Creative Case Study

Studio LWD is a strategically-led creative agency, founded by Laura Weldon, which has worked with some of the world's most iconic brands, such as Virgin, Nike, Tesco, Aldi and the British Council over the past nine years.

With a record year of turnover in 2020, Studio LWD's story shows how the Fylde Coast can be the perfect place for creative SMEs.

[Read more here](#)



CompTech IT Solutions: Digital Case Study

With Blackpool's recent investment in digital infrastructure, it has become one of the best places in the UK for companies in the digital sector.

We spoke to Mark Hope, Founder of CompTech IT Solutions to hear how his determination and passion have led to the business' success and growth within Blackpool's growing digital scene.

[Read more here](#)



Optimised Group: Energy Sector Case Study

Thanks to its strategic location, diverse energy capabilities and technically skilled workforce, Blackpool's appeal for a range of energy sector businesses is clear. And with new investments and developments rolling out continually, it's growing stronger all the time.


Read about Optimised Group, a full-service energy, renewables and building services consulting business with their headquarters on Blackpool Airport EZ.

[Read more here](#)

Blackpool > About us Contact us Get data guide

Towns Fund tells the story of Blackpool: embedding partnerships and changing perceptions

16 Feb



Get the Business Location Guide
Our Business Location Guide provides essential, high-quality data to inform your business location evaluations, including:

Get data guide

Blackpool > About us Contact us Get data guide

Blackpool's Towns Fund Transformation: Youth Hub

9 Feb



Get the Business Location Guide
Our Business Location Guide provides essential, high-quality data to inform your business location evaluations, including:


Get data guide

Share In 2020, the government opened applications for a new Towns Fund, designed to give areas across the UK the chance to invest in projects that would benefit their local communities. In October, Blackpool was one of the first 17 towns to receive a

Blackpool > Search here... About us Contact us Get Location Guide

Blackpool entrepreneurs win national awards for innovative lockdown-born business

30 Feb



Get the Business Location Guide
Our Business Location Guide provides essential, high-quality data to inform your business location evaluations, including:


Get Location Guide

Share In the months since we first told the story of David and Jane Charnie's fantastic business idea, the entrepreneurial couple

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University of Central Lancashire receives large-scale funding to help businesses in the emerging drone technology industry

20 Feb



Get the Business Location Guide
Our Business Location Guide provides essential, high-quality data to inform your business location evaluations, including:

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Share The University of Central Lancashire's plan to help business

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Blackpool's 2030 'Digital Vision' confirms Blackpool & Fylde Coast as future leader in UK's digital offering

13 Feb



Get the Business Location Guide
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Creative business success on the Fylde Coast: Studio LWD case study

25 Feb



Get the Business Location Guide
Our Business Location Guide provides essential, high-quality data to inform your business location evaluations, including:

Get data guide

Share Blackpool and the Fylde Coast has always been associated

Creative business success on the Fylde Coast: Studio LWD case study

25
MAR



Share



Blackpool and the Fylde Coast has always been associated with a unique creative flair, particularly through the characterful tourism sector and bright illuminations. However, this creativity and innovation is also found in the growing network of SMEs in the creative sector in the region providing services within media, marketing, branding and design.

With creative hubs such as Manchester and Liverpool on the doorstep, but with significant cost and lifestyle advantages to these city centres, creative businesses have been looking to Blackpool and the Fylde Coast as strong alternative locations.

We spoke to [Studio LWD](#) founder, Laura Weldon, about her experience as a creative business owner on the Fylde Coast.

Tell us about Studio LWD

"Studio LWD is a strategically led creative agency with a predominantly focus on branding – we work with customers and generate a return on investment."

"As a team, we have over fifteen years of experience working with some of the world's most iconic brands, and we've been named in the Creative Council to name drop just a few."

"As a result of our record turnover and growth, we're now looking to add two additional offices in the next six months."

How has the business grown since moving to Studio LWD?

"In the past year, we've brought on new clients, entered new sectors, and secured further collaborations with existing partners, leading to our strongest year yet. We've delivered some great projects over the last year for major clients and already have a strong pipeline for the year ahead. We're looking to support businesses who may have had to reevaluate or reposition their offering due to the pandemic, and need to lay the right branding foundations for when things open up again."

"The pandemic has brought its challenges, not least for people on a personal level, but has also demonstrated that talent can emerge anywhere, and that being based in a big, expensive city centre office is not necessary for the creation of compelling brand and marketing campaigns."

"As a collaborative agency our team has always worked remotely, this reduces our overheads significantly, a saving which is passed on to clients. We've always worked for global and national businesses, but that has increased over the last year as attitudes have changed and clients have embraced the new normal, realising they can get the quality of a big agency without the costs."



/// FUTURE AMBITION BLACKPOOL MAKES IT WORK

A bold vision, multimillion-pound investment programmes and the spirit to succeed is transforming the Blackpool business environment

In Blackpool, we know that achievement in business isn't down to luck. It's hard won.

Success here comes through grit and determination, from a desire to always find a way forward. It comes with the imagination to innovate and a sense of adventure and the ability to spot a great idea or an opportunity in the market – and to back it. And most importantly it's delivered by everyone in the community pulling together, supporting each other, through working as a team.

In Blackpool you'll find the perfect home for your business, from our Enterprise Zones at Blackpool Airport and nearby Hillhouse to our multi-million pound Town Development programmes – like the Talbot Gateway Central Business District, Blackpool Central leisure development, and our brand new Conference and Exhibition Centre. Come and see the new 5-star

Sands Resort and Spa Venue development, and how the area is transforming through the Quality Corridors Fund.

We'll help you recruit the right talent for your business – perhaps from the 18 thousand professionals working in science, research, engineering and technology locally. You'll benefit from Blackpool being connected to a new generation subsea fibre optic cable network, joining the UK to North America and Northern Europe and delivering some of the world's fastest and most resilient internet speeds.

And our Growth and Prosperity team are ready to offer you all the help and assistance you need as you land in your new home.

Here in Blackpool, we work hard for our rewards and as the world knows, we do it with a smile on our faces.

Discover for yourself how Blackpool makes it work.



£1 billion+
Growth & Prosperity
programme



£40.5m
Town Deal Funding



Blackpool Central
Masterplan up to
£300m
investment



£28m
Conference and
Exhibition Centre



£220m
Talbot Gateway scheme



ADVERTISING
PROFILE

BLACKPOOL: A GLOBAL GATEWAY

Blackpool's brand new connection to a subsea, fibre optic, Irish Sea cable network will deliver some of the world's fastest and most resilient internet speeds, securing our status as a key international route linking the UK to the rest of the world.

The cable that has landed in Blackpool is the CelticConnect-2, a next generation cable system that is part of the North Atlantic Loop on the Aqua Comms network, delivering a diverse, high capacity network connection to the US and Northern Europe. With Blackpool as a strategic landing point in this global undersea communications system, it not only brings the best available internet capabilities to the Fylde Coast, but also future proofs the North and the rest of mainland UK.

The new fibre optic cable supports the need of the Pan-Atlantic hyper scale providers that underpin today's international cloud industry for global carriers, cloud-based networks, internet service providers, data centres, IT companies and the global media sector.

Tony Doyle
Head of ICT, Blackpool Council

Contact: Nicole Billington, Growth & Prosperity Team,
Blackpool Council, Tel: 07393 796951
Email: nicole.billington@blackpool.gov.uk
www.businessinblackpool.com



AND IT'S WORKING...

SOCIAL MEDIA FOLLOWERS: 12.07.20 07.06.21

Twitter Followers	462	567	+23%
Linked In Page Followers	185	765	+313%
Linked in Feed Followers	350	853	+144%

Twitter: Organic Engagement

	3 Months to July 20	3 Months to June 2021
Impressions	11825	20990
Profile Visits	172	7337

WEBSITE ENGAGEMENT:

90 days to 07.06.21

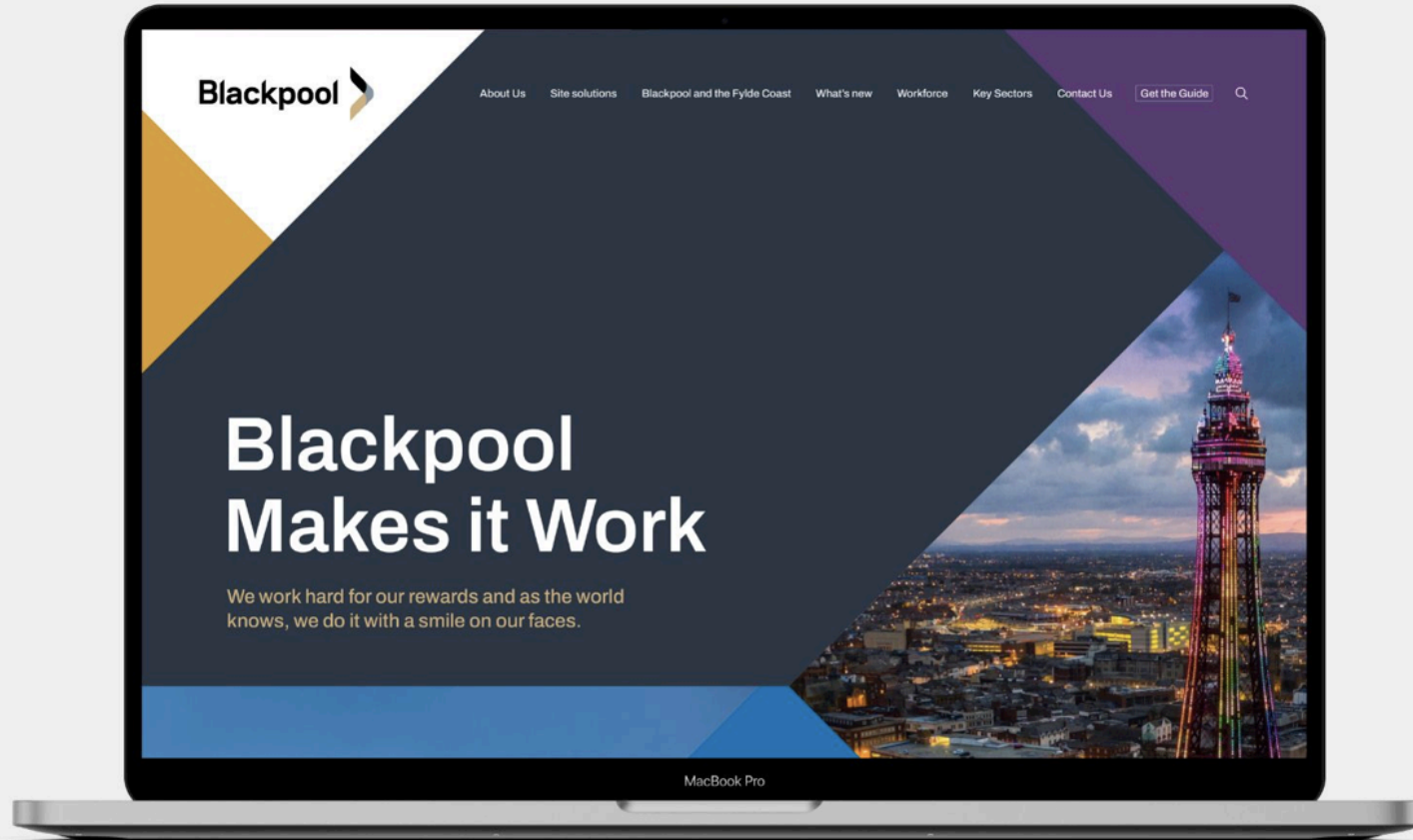
Users	350	1900	+443%
Sessions	458	2500	+446%
Bounce Rate	77%	80%	(4%)
Visit Time	74 secs	97 secs	+31%

WEBSITE ENGAGEMENT:

90 days to 07.06.21

Users	350	1900	+443%
Sessions	458	2500	+446%
Bounce Rate	77%	80%	(4%)
Visit Time	74 secs	97 secs	+31%

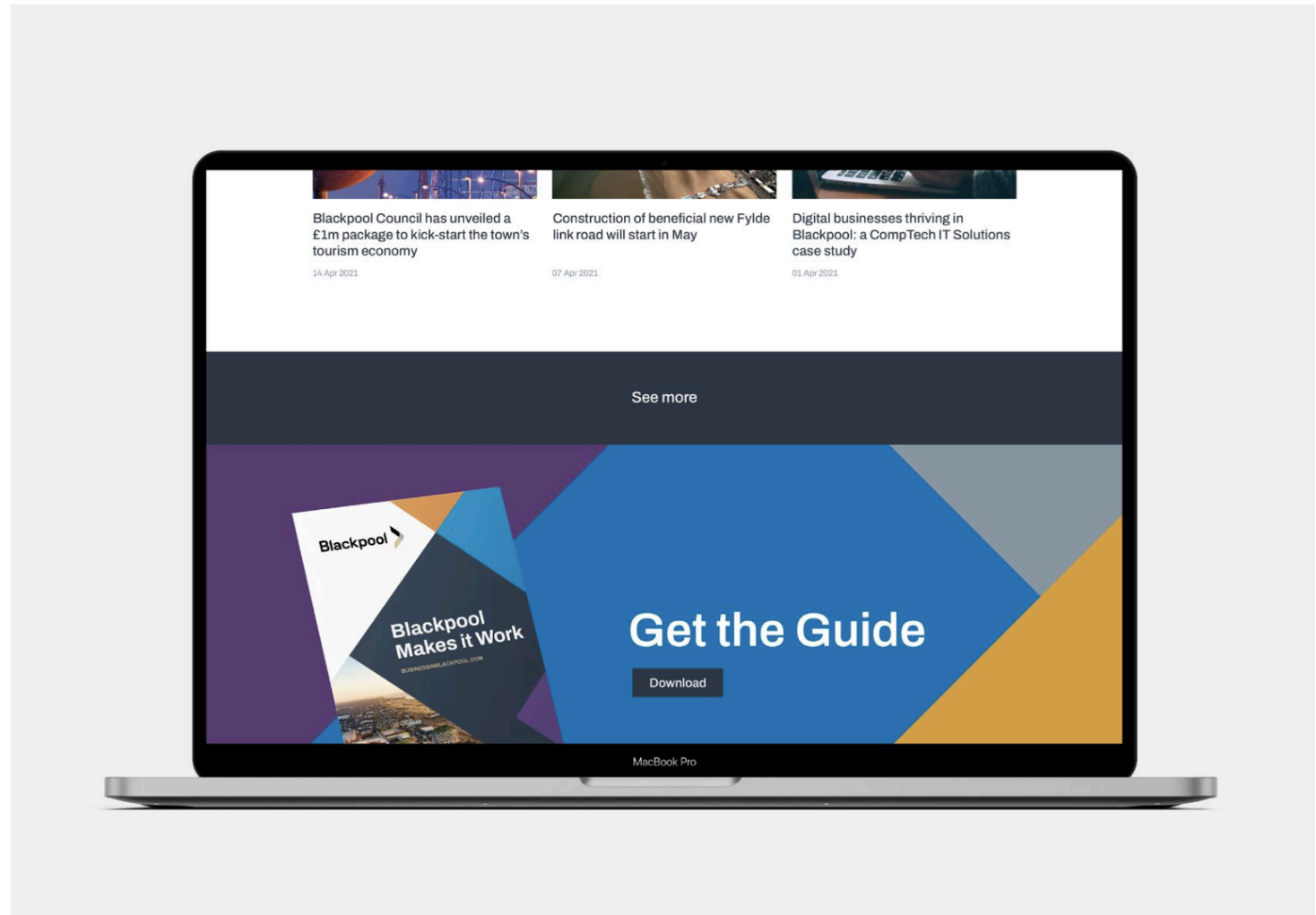
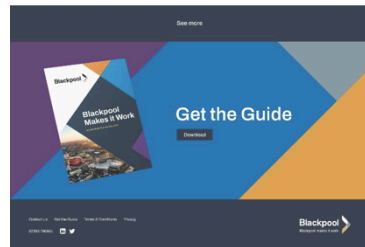
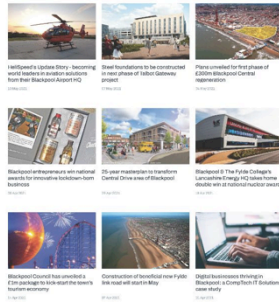
WHAT DO WE DO NEXT?



Website homepage



News Stories



Blackpool 

[About Us](#)

[Site solutions](#)

[Blackpool and the Fylde Coast](#)

[What's new](#)

[Workforce](#)

[Key Sectors](#)

[Contact Us](#)

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OTHER DEVELOPMENTS

Continue Social Media Feeds and Engagement

Continue email newsletters

Continue Case Studies

Ambassador Engagement

Paid Social and PPC

Events – UK REIFF

Sector Events

HOW CAN YOU HELP

Follow us and engage on Linked In:

(Likes, comments, shares)

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whistlejacketlondon.com
+44 (0)7768 465951
richard@whistlejacketlondon.com
matty@whistlejacketlondon.com