

PLACE MARKETING PARTNERS

**Clarity | diva**

# Developing Blackpool's Investment Promotion Propositions & Brand

# Sector Value Propositions



A solid basis for brand development



## IDENTIFIED SECTOR STRENGTHS

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### **Aerospace & Advanced Engineering**

Aerospace cluster and related sectors

### **Advanced Materials**

Intersection of chemicals and advanced engineering

### **Energy**

Nuclear | Unconventional Gas | Offshore Renewables

### **Food Manufacturing**

Value-added products, clustering and cost advantages

### **Business, Professional & Financial Services**

Town Centre Grade A Office proposition

## VALUE PROPOSITIONS: KEY BENEFITS

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### **Blackpool + its hinterland = a premier league, value-adding business location**

Integral to world-class industry clusters (e.g. aerospace & advanced engineering)

Access to a large, highly skilled workforce at both technical and professional skills levels

Access to leading universities and skills providers

High levels of innovation (e.g. Food Manufacturing & Advanced Materials)

Technology-focused market opportunities (e.g. energy sub-sectors & aerospace supply chain)

Significant costs advantages and investor incentives (e.g. EZs)

Large-scale, town centre investment and reinvention: Grade A offices, Conference Centre, infrastructure

Good connectivity – much better than people think!

VALUE PROPOSITION EXAMPLE

**Aerospace & Advanced Engineering**  
Quality factors

**6,200**

Aerospace  
Manufacturing  
Workers

**48%**

of Lancashire's  
Aerospace  
Workforce

**7 X**

The Great  
Britain Average  
Concentration  
of Aerospace  
Manufacturing  
Workers

*Higher than the  
Bristol Area*

**13,300**

Advanced  
Engineering  
Workers

*More than the  
Derby Area*

**17,700**

Science,  
Research,  
Engineering &  
Technology  
Professionals

*More than the  
Derby, Chester  
or Gloucester  
Areas*

Lancaster  
University

**Top 10**  
Overall UK  
Ranking

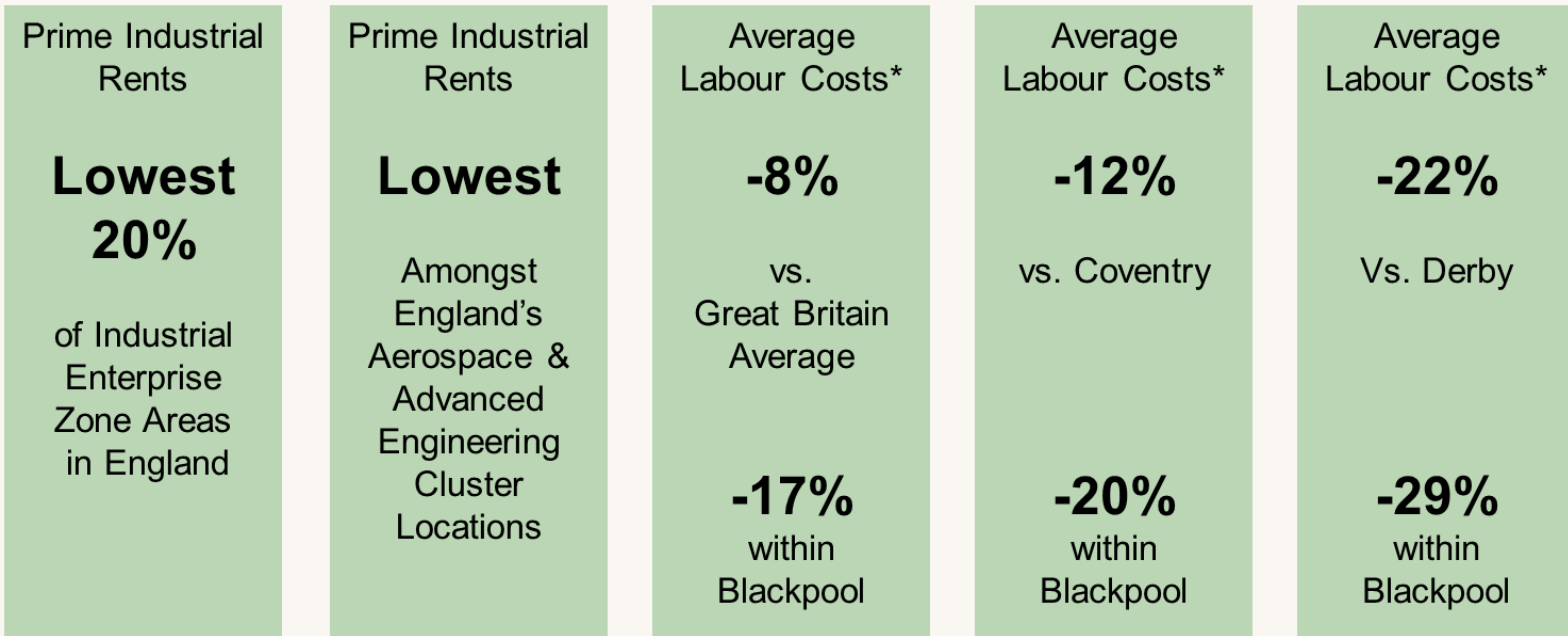
**3 X**  
**UK Top-20**  
Ranked  
Engineering  
Courses

University of  
Central  
Lancashire  
University

**Top 20**  
UK Ranking for  
General  
Engineering

VALUE PROPOSITION EXAMPLE

**Aerospace & Advanced Engineering**  
Cost factors



\*Lancashire data used to reflect Blackpool's Aerospace & Advanced Engineering labour catchment area. Blackpool costs are lower.

# Developing the Brand



Positioning Blackpool for business



*'The brand will raise the profile of Blackpool as a value-added location for businesses looking to relocate or expand in an area.*

*By shifting current perceptions of Blackpool as a tourist destination we will focus on a powerful business proposition.'*



THE BRAND INTENTION

—  
**Blackpool**  
**Seriously**  
**Means**  
**Business**



# Blackpool

The Place for Business

## Rationale

- Blackpool: Instant recognition; geographical context; unembellished
- Bold, confident, business-like, serious, forward looking
- Challenges & contrasts with existing perceptions & assumptions
- Clear, coherent positioning for powerful value proposition messages
- Versatile & flexible - supporting multiple industry sectors & messages
- Compatible with identified high-technology & high-growth sector strengths

# Blackpool

The place for business



# Blackpool

The place for business



# Next steps



Projecting the brand and key messages



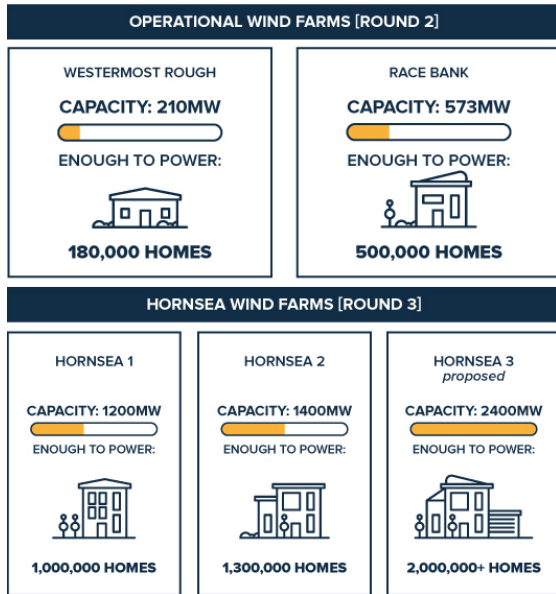
# Inbound Internet Marketing Campaign

## Key elements

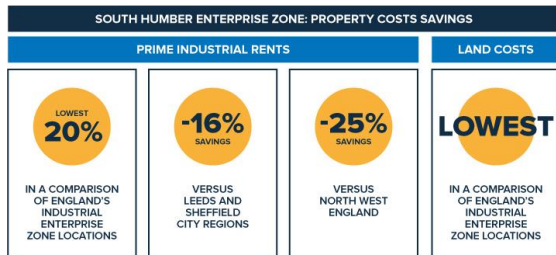
- Pro-actively building online business and intermediary networks
- Publishing and distributing content via website & business social media
- Projecting Blackpool's 'Value Proposition' and 'Influencer' messages
- Utilising multiple content formats: Text, Video, Infographics
- Attracting audiences to the campaign's 'publishing website' to consume content
- Identifying target business decision makers, influencers and intermediaries
- Initial focus on awareness raising – *Blackpool Seriously Means Business*

# Content formats

## Infographics



Source: Orsted.co.uk, 2018.



Source: Property Agents, H2 2017. Prime industrial rents in locations with Enterprise Zones.

## Influencer pieces

### Managing the UK's Biggest Ports Complex: An Interview with Simon Bird, Humber Director at ABP



Share article



In category Ports and logistics

As ABP's Humber Director, Simon Bird is responsible for the UK's biggest ports cluster, includes the ports of Grimsby, Immingham, Greenport Hull and Goole. Simon is a keen ambassador for the area, and explains the importance of the Humber ports to South Humber-based businesses.

#### What is the scale of Associated British Ports' operations in the Humber?

The Humber is the busiest estuary in the UK and, whichever way you look at it – by value, economic benefit or tonnage – the Humber ports are very significant. 13% of the UK's trade takes place through them.




# Business Social Media

## LinkedIn

The Team at South Humber liked Charley Rattan's comment on this

**SH** The Team at South Humber • 3rd  
Investment Promotion Team for the South Humber Industrial Investment Progra...  
3w

Great news! Immingham site targeted for the UK's first commercial scale waste-to-jet-fuel plant:



**Immingham site targeted for the UK's first commercial scale waste-to-jet-fuel plant**  
southhumber.co.uk

52 Likes · 4 Comments

Like Comment Share

Add a comment...


**Charley Rattan** • 3rd  
Renewable energy troubleshooter and corporate trainer. Supporting ...  
This sounds innovative. ...Subject to planning permission and a final investment decision, the plant would take hundreds of thousands of tonnes per year. ...see more  
Like Reply 4 Likes

Load more comments

The Team at South Humber liked David Robinson's comment on this

**SH** The Team at South Humber • 3rd  
Investment Promotion Team for the South Humber Industrial Investment Progr...  
1mo

Tax incentives and cost savings are just two reasons why the South Humber Enterprise Zone business case stacks up... #southhumber #enterprisezones #industrialsites #bestbusinesslocation Oliver du Sautoy Tom Asl ...see more



**South Humber Enterprise Zone: Space, Power, Tax Breaks and Cost Savings for Expanding Industrial Companies**  
southhumber.co.uk

17 Likes · 3 Comments

Like Comment Share

Add a comment...

**Mark Webb** • 3rd  
Passionate about local enterprise and business. The future of our ...  
It's THE place where business and investment makes sense whatever is going on in the rest of the world.  
Like Reply 2 Likes · 1 Reply

**SH** The Team at South Humber • 3rd **Author**  
Investment Promotion Team for the South Humber Industria...  
Agreed Mark, thanks for the support!  
Like Reply

Load more comments



# Audience Identification

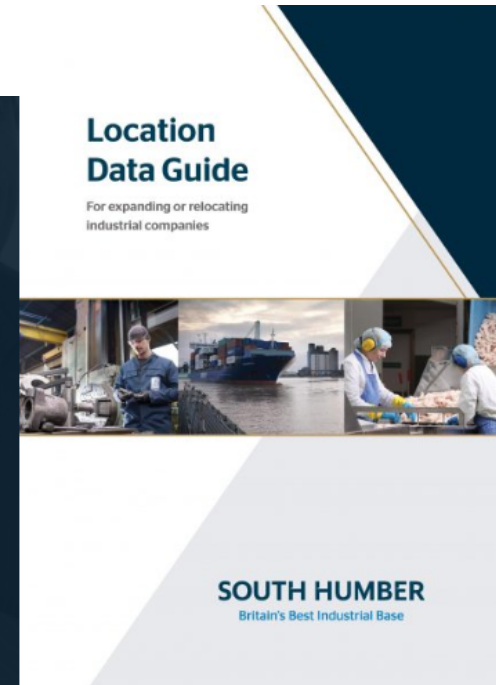
Blackpool Location Data download

## Get the location data guide

The South Humber Business Location Data Guide provides essential, high-quality data to help you find the best location for your business.

- Sites availability and costs
- Transport connectivity
- Skilled labour availability and cost
- Financial incentives
- UK location data comparisons
- Support for your business expansion

[Get data guide →](#)



# Campaign Launch



**Thank You**