

NATIONAL, REGIONAL AND INDUSTRY COMMUNICATIONS

RECAP ON OBJECTIVES

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
DECEMBER 2023 – FEBRUARY 2024

Interview with MIPIM Preview Magazine

MIPIM 2024

Coverdale Barclay secured an interview for Paul Richards for MIPIM Preview Magazine for its ESG feature, discussing how the MDC and ehy MDC consider ESG, including social value, throughout the progress of the masterplan.



Stockport Interchange featured prominently

Strong quote from Paul Richards included

Finally, the 'S' in ESG should not be forgotten. In many ways, this requires a far more localised approach than environmental sustainability, something that Paul Richards, chief executive of the Stockport Mayoral Development Corporation in the North West of England describes as fundamental. "We really want to ensure that the work that's been done benefits the wider community, particularly in the town centre," he says. "What we're not looking to do is to create an island of regeneration. It needs to be stitched into everything else and there are various ways of doing that be it social infrastructure, skills or training."

Third party announcements

Coverdale Barclay incorporated MDC messaging into a press release announcing ECF's public consultation on Stockport 8, issued on the 18th January 2024.

The release achieved pick up in:

- [Place North West](#) – 199k monthly visitors
- [Building Magazine](#) – 124k monthly visitors
- [Totally Stockport](#) – 2k monthly visitors
- [Marketing Stockport](#) – 11k monthly visitors
- [Housing Today](#) – 56k monthly visitors
- [Secret Manchester](#) – 136k monthly visitors
- [Inside Housing](#) – 34k monthly visitors

The screenshot shows a news article on the Building Magazine website. The headline is "Plans aired for £250m Stockport neighbourhood under grade II*-listed viaduct". The article is dated 18 January 2024 and is written by Tom Lowe. The main text describes a mixed-use scheme in Stockport town centre, including 1,200 homes and public spaces. It mentions a consultation launched by Stockport Mayoral Development Corporation and the English Cities Fund. A photograph shows a street scene with a railway viaduct in the background.

The screenshot shows a news article on the Place North West website. The headline is "ECF fleshes out vision for £250m Stockport 8". The article is dated 18 January 2024 and is written by Dan Whelan. It features a map of the Stockport 8 development area. The article discusses the scheme's spread across three main plots and mentions the involvement of the English Cities Fund, a joint venture between Muse, Legal & General, and Homes England.

The screenshot shows a news article on the Inside Housing website. The headline is "Plans revealed for 1,200 homes as part of Stockport town centre regeneration". The article is dated 22.01.24, 5:00 PM, and is written by James Riding. It features a large blue and red logo for "INSIDE HOUSING". The article discusses the regeneration project in Stockport town centre, which will provide 1,200 homes as part of the Stockport Mayoral Development Corporation's 130-acre town centre masterplan.

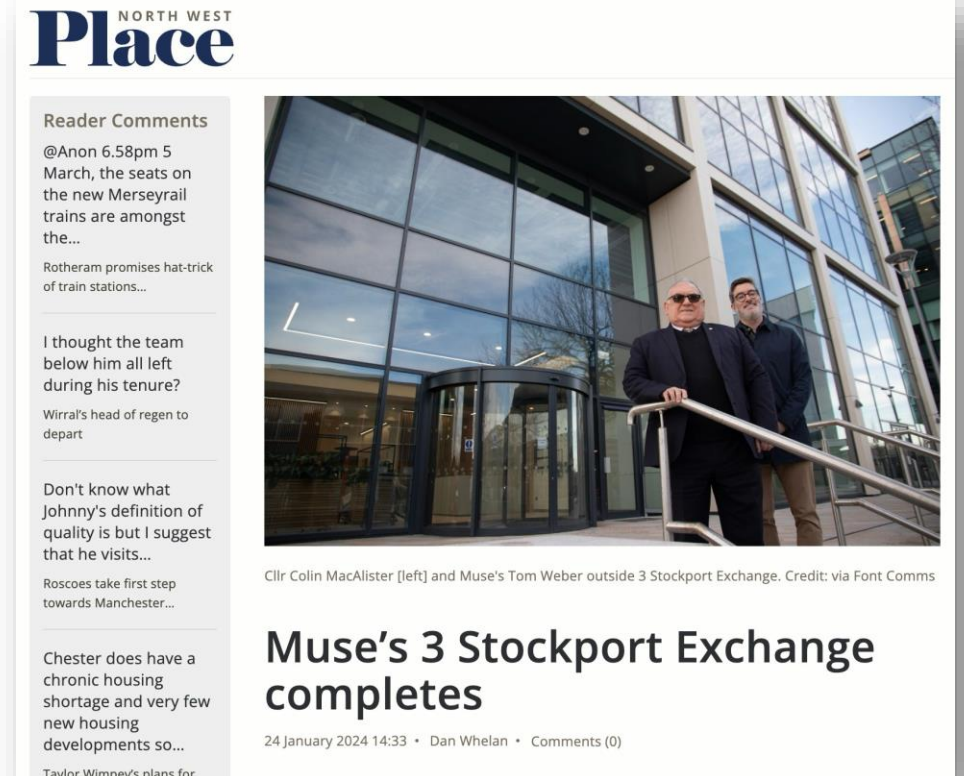
Third party announcements – cont'd

Coverdale Barclay reviewed and fed MDC messaging into a press release announcing the completion of phase four of Stockport Exchange, also known as 3 Stockport Exchange. The release achieved coverage in:

- [Place North West](#) – 85k monthly visitors
- [Marketing Stockport](#) – 11k monthly visitors
- [The Business Desk](#) - 300k monthly visitors

The £145m Stockport Exchange development forms part of Stockport's Town Centre West £500m regeneration masterplan, being delivered by Stockport Mayoral Development Corporation (MDC), alongside its public and private partners. The 130-acre site will bring more than 4,000 new homes, alongside major transport and infrastructure improvements, Grade A office space and new leisure spaces and amenities to the town centre.

TheBusinessDesk.COM



The screenshot shows a news article from 'Place North West'. The main headline is 'Muse's 3 Stockport Exchange completes', dated 24 January 2024 14:33, by Dan Whelan, with 0 comments. The article features a photograph of two men, Clr Colin MacAlister and Muse's Tom Weber, standing outside the modern glass-fronted building of 3 Stockport Exchange. To the left of the article, there is a 'Reader Comments' section with several comments, including one from @Anon at 6:58pm on 5 March, and another from Rotheram promising a 'hat-trick of train stations...'. Other comments mention 'I thought the team below him all left during his tenure?', 'Wirral's head of regen to depart', 'Don't know what Johnny's definition of quality is but I suggest that he visits...', 'Roscoes take first step towards Manchester...', 'Chester does have a chronic housing shortage and very few new housing developments so...', and 'Taylor Wimpey's plans for'.

How Stockport is being spoken about in the press

The logo for the Manchester Evening News, featuring the word "Manchester" in a smaller font above "Evening News" in a larger, bold serif font, all on a yellow background.

Earlier this week, Coun Mark Hunter, the leader of Stockport Council, said: "It's great to see the progress that has been made in transforming the bus station into a modern state-of-the-art transport interchange.

"It won't be long before residents and visitors can make use of the new facilities, walkways and cycling routes, and the unique rooftop park overlooking the town centre.

The first pictures from inside Stockport's new town centre park have been revealed. The 'pocket park' sits on the roof of the town's new transport bus station

Work on the new £135m transport interchange - a key pillar of the £1bn transformation of the town centre - is now approaching its final stages.

How Stockport is being spoken about in the press – cont'd



STOCKPORT GEARING UP FOR A MASSIVE 2024

Stockport is set for a huge metamorphosis in 2024, as the borough gears up for a year of transformative projects, cultural celebrations, and inclusive growth.

Mayoral Development Corporation

Stockport Mayoral Development Corporation (MDC) is spearheading ambitious housing initiatives, aiming to deliver 4,000 new homes in the Town Centre by 2035. Collaborating with renowned Manchester developer Capital&Centric, the Weir Mill project will yield 253 new apartments, showcasing a harmonious blend of modern living within a refurbished Grade 2 19th Century mill building.

The Future of Stockport

Engaging the local community is paramount for Stockport's progress. MDC, in collaboration with the English Cities Fund (ECF), is initiating community conversations on a £250 million plan to create a mixed-use neighbourhood west of Stockport town centre.

This inclusive approach invites residents to share their perspectives, fostering a sense of shared ownership in the town's future.

How Stockport is being spoken about in the press – cont'd



Greater Manchester mayor **Andy Burnham** previously said investment would "celebrate the town's rich history and unique character".

The wider interchange development, which includes 196 homes, is one of the biggest single projects outside of London.

Weir Mill nearby is also being converted into flats, and a new learning and discovery centre, known as Stockroom, will open later in 2024.

Stockport rooftop park named after landmark viaduct

5 days ago



STOCKPORT COUNCIL

The park will host various events after opening on 18 March

A new rooftop park in Stockport has been named ahead of its official opening later in March.

Based above the new transport interchange, the two-acre Viaduct Park is part of a £120m project to improve the town centre.

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PLANNED ACTIVITY

Stockport Interchange Launch

Coverdale Barclay is working closely with Transport for Greater Manchester and Stockport Council to ensure the communications and press opportunities for Stockport Interchange launch are maximised. The work to date has included:

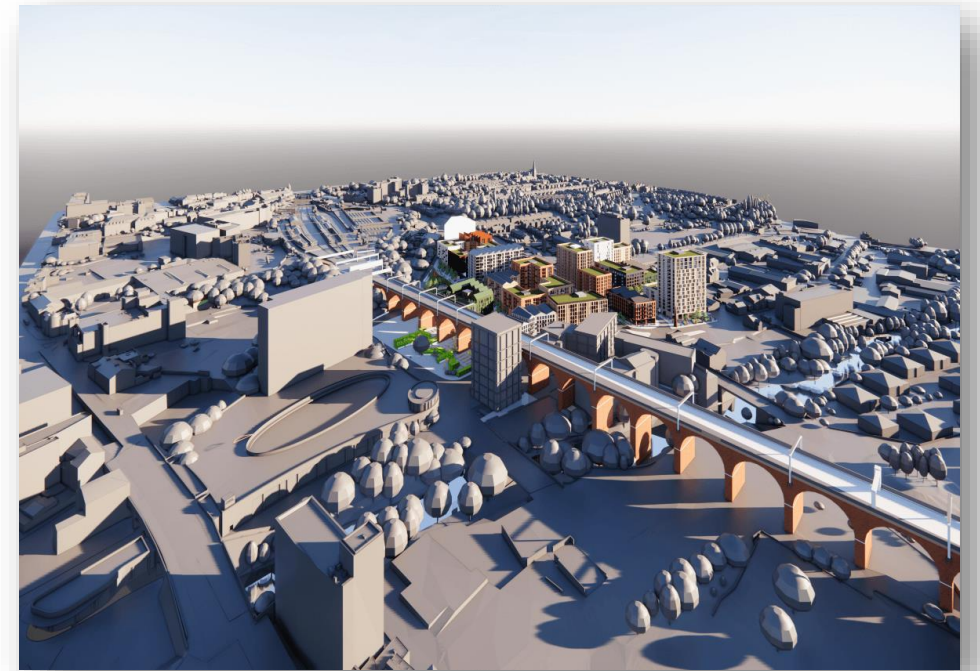
- Delivering a communications plan that outlines the recommended strategic direction for national and industry media.
- Developing a timeline of actions for all partners to ensure materials and projects are completed to support the success of the launch.
- Drafting press materials for the official opening event which focus on the Interchange in context of the wider regeneration of Stockport.
- Reviewing third-party progress releases, to ensure that MDC messaging is always present and that it aligns with the overall communications strategy and objectives.
- Liaising with national (print, online and broadcast) trade and regional journalists, to invite them to the launch event and secure interview opportunities in the run-up as well as on the launch day.
- Coverdale Barclay team members will be attending the launch to assist with media relations.



Campaign – 5 years of MDC

Coverdale Barclay is working with Stockport MDC to create key messaging and press opportunities to highlight progress made since the inception of Stockport MDC in 2019. Planned work involves:

- Developing a communications strategy featuring recommendations for how to mark the 5th anniversary and leverage 2024 milestones.
- Drafting key messages that position Stockport MDC as credible regeneration partners, by demonstrating the value the delivery vehicle has brought to unlocking regeneration in the last 5 years.
- Securing press opportunities throughout the year, in line with major milestones, such as the announcement of a new chair, that will continue to build positive sentiment towards the regeneration plans.



Awards

Recent award progress:



LGC Awards

- Small Team of the Year

MDC



Festival of Place - The Pineapples

- Place in Progress

MDC



The Partnership Awards

- Best Financial Structure – Stockport Interchange

Interchange

LOCAL COMMUNICATIONS

Stockport. Change here. newspaper (edition 2)

- The second edition of the newspaper campaign was delivered to all households in the borough between 13th February – 8th March
- Copies are available in all libraries.
- Supported by social media posts and advertisement on the Merseyway digital screens.
- Over 160 entries have been received for the Weir Mill tour competition, this will close on 27th March with the prize scheduled to take place in early May.

