

MARKETING AND COMMUNICATIONS BOARD UPDATE – 14 MARCH 2024

Press releases and news updates (November 2023 to February 2024)



Funding for Langage Green Hydrogen Hub secured

by PASD Freeport | Dec 15, 2023

Carlton Power (owners of Langage Energy Park), a leading developer of renewable energy projects, has announced that it has successfully secured funding for its Langage Green Hydrogen Hub, a major project that will play a key role in the development of the UK's...



Freeport tax relief window extension announced

by PASD Freeport | Nov 23, 2023

The government has this week announced that it is extending the tax relief window by five years to September 2031 for businesses wishing to invest in the Plymouth and South Devon (PASD) Freeport. This extension will give businesses, investors and developers certainty...



Plymouth successfully secures nearly £20 million from Levelling Up fund

by PASD Freeport | Nov 22, 2023

Plymouth City Council has been successful in securing nearly £20 million to transform Plymouth's infrastructure and economy as part of the overall Plymouth and South Devon Freeport initiative. The Department for Levelling Up, Housing and Communities' Levelling Up...



Freeport tenant supports people back into work

by PASD Freeport | Feb 8, 2024

Plymouth and South Devon Freeport tenant Babcock, in conjunction with the Department of Work and Pensions and Plymouth City Council, have developed a SWAP (skills-based work academy) programme to support people back into employment. Full release from Babcock: Babcock,...



Freeport's first seed capital funded project gets underway

by PASD Freeport | Jan 25, 2024

ABP launches the first phase of Millbay Docks transformation, marking inaugural project under the UK Government's Plymouth and South Devon Freeport Seed Capital Programme to get underway. Full press release from ABP: Associated British Ports (ABP), the UK's largest...



Land deal to unlock jobs at key Freeport tax site

by PASD Freeport | Dec 21, 2023

Plymouth City Council press release: A parcel of land at Sherford is to be acquired by South Hams District Council to help progress plans for a key Freeport tax site and unlock hundreds of jobs. A key local company is interested in developing a logistics facility on...

SOCIAL MEDIA (LinkedIn and X)

New regular reporting on followers and engagements starting with below baseline figures (as of 23/02/24)

LinkedIn:

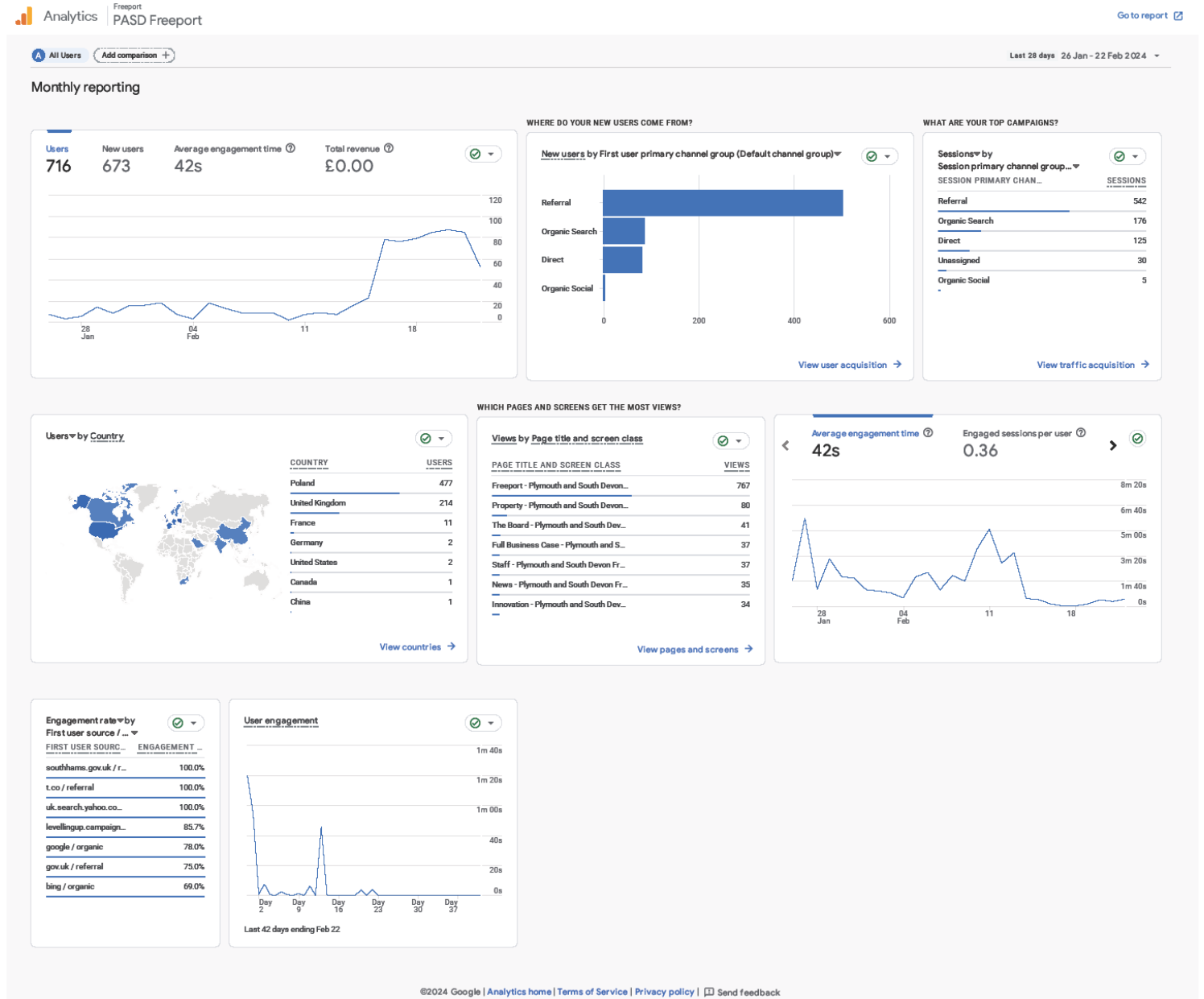
1503 followers

X (Twitter):

228 followers

WEBSITE ANALYTICS

Please see below (and attached) new website report (baseline month end date 22/02/24).



COMMUNICATIONS PLAN/STAKEHOLDER ENGAGEMENT/EVENTS FOR MARCH 2024 ONWARDS:

- UK Freeports branding has recently launched - this will now be reflected in new marketing (digital and print) and on the website (brand guidelines issued to all Freeports for co-branding opportunities)

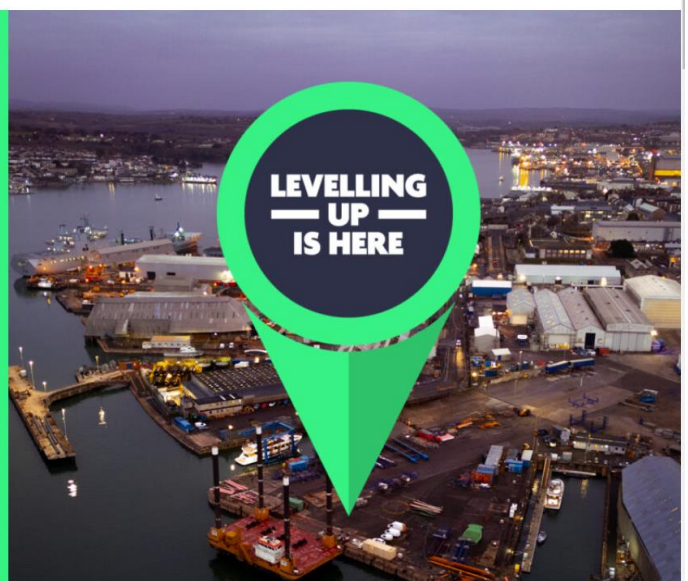
Building the future UK Freeports

- DLUHC are drafting their communications plan for '24/'25 and will update Freeports comms leads when ready
- Updated PASD Freeport communications and engagement strategy and plan
- Priority to update/refresh the website - align with confirmation of tax extension announcement and broadening of target sectors (aligned with proposed updated gateway policy) – **END OF MAY 2024**
- Targeted social media campaign around alignment of tax extension announcement and broadening of target sectors (aligned with proposed updated gateway policy) – **THROUGHOUT APRIL AND MAY 2024**
- Launch PASD Freeport dedicated newsletter – **BY END OF MARCH**
- Working with Babcock International to craft case studies - SWAP and Project Leopard which DLUHC are keen to highlight and that will also be included in DBT pitchbook collateral
- DLUHC's Levelling Up campaign launched on 19th February - sharing and amplifying across PASD Freeport channels

South West

Levelling Up is here, breathing new life into businesses all over the South West.

The UK Government is investing £1.1 billion in Levelling Up projects for local people and businesses across the South West.



- DBT's pitchbook will be signed off in early March
- Supporting HMG and local economy and partner related announcements
- Working with LA partner comms to support with local electorate and community communications around the Freeport - positive news and case studies, FAQs and mythbusting (to be supported/link in with DLUHC UK Freeports programme comms)
- Meeting with DBT to determine UK Freeports programme of events for 2024 - Ocean Tech Expo (26/27 June) has already been highlighted in their calendar
- Current proposed comms plan and stakeholder events/attendance for PASD Freeport:

March

Comms plan

- Launch of newsletter to include tax extension and broadening of target sectors aligned to the gateway policy
- Social media/marketing campaign to align with tax extension and broadening of target sectors aligned to the gateway policy working with LA inward investment partners, anchor tenants and their supply chains, member organisations included Devon and Plymouth Chamber of Commerce, PMG, Maritime UK SW
- Press and PR for Oceanology attendance and MOU signing with Canada (Ocean Futures)
- Innovation launchpad comms – projects starting 1st April 2024
- Ocean Tech Expo marketing and social media campaign (link with Maritime UK SW and DBT)
- Supporting LAs with resident messaging around the Freeport

Events

- 7th Space Comm Expo Farnborough (no stand)
- 12-14th Oceanology, London: joint stand with MUKSW
- 20-21st Connected Places Catapult Summit, London

April

Comms plan

- Continue momentum for tax extension and broadening of target sectors aligned to the gateway policy – social media, marketing (digital and print) collateral, website and newsletter
- Stakeholder event in April (venue tbc but preferably in Devonport location) – comms for member organisations, anchor tenants/supply chain and wider SME base
- Ocean Tech Expo marketing and social media campaign (link with Maritime UK SW and DBT)
- Supporting LAs with resident messaging around the Freeport

Events

- 17th SWRDSC Exeter event (presentation slot)
- 18th Devon and Plymouth Chamber Marine & Maritime event, Plymouth
- 23rd HMRC session (anchor-supply chain session and/or SMEs stakeholder engagement event)

May

Comms plan

- Investor led campaign with lead up to UKREiiF, opportunities, tax extension, broadening of gateway policy and opportunities within the Freeport
- Ocean Tech Expo marketing and social media campaign (link with Maritime UK SW and DBT)
- Supporting LAs with resident messaging around the Freeport

Events

- 21st-23rd UKREiiF (Richard on UK Freeports panel and GSW stand presence)

June

Comms plan

- Ocean Tech Expo marketing and social media campaign (link with Maritime UK SW and DBT)
- Supporting LAs with resident messaging around the Freeport

Events

- 26-27th Ocean Tech Expo, Plymouth

Forward planning

November

- 20th SWRDSC event (co-badged)

DISTRIBUTION

- Will be via press releases and dedicated PASD Freeport social media channels (X and LinkedIn) - to key local, regional and national press where appropriate and trade specific journals/publications
- Key messages and content will be created and shared with the partner comms leads for distribution via their own channels as appropriate.
- Key hashtags and accounts to be tagged into will also be included.
- Content will be distributed each week for the Plymouth and South Devon Freeport - either original or relevant shared content from HMG, partners etc.