

Ashton



Underlined

New Jobs, New Homes, New Pride



A Review of the Marketing Campaign 2004-2005

Foreward



Councillor Jack Davis

Tameside MBC and Joint Chair of the Ashton Regeneration Project:

"Improving the quality of life for residents in the town is one of our key objectives in creating and delivering the 'Ashton Underlined' campaign. I am delighted to report that our joined up working with our partners is certainly helping to achieve this.

This campaign's strapline of '**New Jobs, New Homes, New Pride**' sums up for me the aims of this Project and my colleagues on the Ashton District Assembly along with the talented officers of Tameside Council are making great strides to deliver this.

I would like to thank all our partners for their support both financially and in terms of good will and would encourage and invite other stakeholders within the town to add their weight to this campaign."



Mr Ken Knott

Chief Executive of Ask Property Developments and Joint Chair of the Ashton Regeneration Project:

"It is testimony to the remarkable momentum that has been generated by each of the seven Task Groups and the Ashton Underlined Executive Team that we have thus far raised over £80k from the private sector partners towards this campaign.

Like us, they recognise that Ashton currently has a special strategic opportunity to deliver a 'step change' in its performance, physically, socially and economically and the Ashton Underlined brand is an integral part of delivering that step change.

Both the richness in quality of the strategy being delivered and the unprecedented major infrastructure improvements coming through set the stage for a remarkable transformation which we urge private sector partners to lend their support to by contributing towards the campaign."

Executive Team



Sara Todd

Project Manager

Tel: 0161 343 7200



Andrea Puttnam

Assistant Project Manager

Tel: 0161 343 7290



Frank Travis

Economic Initiatives Manager

Tel: 0161 343 7232



Jim Davis

Divisional Housing Renewal Officer

Tel: 0161 343 7230



Peter Hawley

Town Centre Marketing Manager

Tel: 0161 339 3040



Guy Heppner

Community Initiatives Manager

Tel: 0161 343 7200



Bruce Poole

Health & Social Care Co-ordinator

Tel: 0161 330 8453

Sponsor's Quote: Matt Crompton, AMEC Developments Limited:

"I believe that AMEC's co-sponsorship of a Local Labour Adviser has proved to be a success for all concerned. Following on from the highly successful recruitment campaign for our J Sainsburys Development, we have also managed to help secure good quality local labour for the operators on Ashton Leisure Park and other occupiers of the Moss. Most importantly, however, is that the initiative has successfully integrated local people into Ashton Moss and Ashton Moss into the community. Long may it continue."

Sponsor's Quote: Mark Quick, Celltech Manufacturing Services Ltd:

"We are very pleased to support the Ashton Underlined initiative. As a local employer, it is really encouraging to see the visible difference this investment is making within our community."

Driving the Momentum Forward – This is Ashton's Moment

Following the completion and opening of the M60 motorway in 2000 the new millennium has certainly seen some major advances taking place in Ashton-under-Lyne.

- The **Ashton Moss** Strategic Development Site has successfully attracted a number of major new build projects resulting in The Car People, Office Depot and now Norbain – Europe's largest distributor of security solutions – all relocating here. Planning permission has been approved for the development of a new hotel, and proposals for a new office park are now on the drawing board.
- The Ashton Moss **Leisure Park** has been a huge success for each of the operators attracted to it, with Hollywood Bowl and Cineworld performing extremely well surrounded by a range of food and beverage outlets, all complementing each other. At the time of writing, a new Nando's Restaurant is about to open, adding to the diversity of this location.
- **St. Petersfield**, the long awaited development around the Henry Square area, has the potential to deliver a new Central Business District for the town, comprising of 400,000 sq ft of brand new, architect designed office space. This development will create around 1,500 new jobs in the town and funding for it has already been confirmed.
- Transport infrastructure has improved greatly with Phase I of the **Ashton Northern Bypass** being completed and Phase II approved. Whilst there has been delay in progressing the **Metrolink** 'big bang' expansion into Ashton, confidence remains high of the service's eventual arrival.
- Independently produced annual footfall statistics for the main towns of the Greater Manchester conurbation demonstrated that Ashton-under-Lyne town centre has risen above both Stockport and Bolton, to become the third busiest in the region.
- The creation of the **Tameside Economic Development Zone**, which includes much of Ashton, is providing extra benefits to the town. Described as "a regionally significant centre for employment growth, strategically located at the gateway between East Manchester and the M60 corridor", Ashton's location within this Zone is allowing access to extra funding.

Sponsor's Quote: Philip Millson, Philip Millson Architecture Limited:

"Since the launch of the 'Ashton Underlined' campaign, we have seen a tangible increase in interest in the town and the development opportunities it holds. The dedication of the Project Team, and their commitment, above and beyond the call of duty, is contagious – investors know that things WILL happen."

Since 1996, the Ashton Renewal Project has been delivering improvements to the town and with momentum growing and investor confidence high, it's easy to see why over **£400 MILLION** has already been invested in the town.

However, in order to focus on marketing these developments locally, regionally and nationally – the project has been rebranded and now the Ashton Regeneration Project is responsible for not only continuing the drive to deliver further improvements but also to promote its successes.

The **'Ashton Underlined'** brand (see below) was created by a Marketing Task Group set up as part of the new Project in June 2004 and its aims are to:

- 1) Raise the profile of Ashton-under-Lyne and to change people's perceptions of the town;
- 2) Attract further investment & development;
- 3) Promote and raise awareness of the Regeneration Project's successes;
- 4) Raise awareness of local services available for residents and businesses through the Regeneration Project.

Some of the ads produced for the campaign are shown on the following pages.

The logo features the word 'Ashton' in a large, bold, black, handwritten-style font. Below it, the word 'Underlined' is written in a smaller, grey, cursive-style font. A thick, red, brush-stroke underline is positioned between the two words.

Sponsor's Quote: Niall Malone, Rockpark Limited:

"I am delighted with the support we get from the Ashton Regeneration Project team and in the message the programme puts across. Ashton is finally becoming a town centre in which you want to live and work, and interest in our developments is exceeding our expectations. Carry on the good work."

Underlining Achievements

Since the new 'Ashton Underlined' brand was launched, many major steps forward have been achieved for the town.

- **Brand Creation:** The 'Ashton Underlined' brand itself has been created and the existing Regeneration Project has been completely rebranded.
- **Office Refurbishment:** The Regeneration Project office at 157 Old Street has been given a complete overhaul and is now more welcoming to visitors. It proudly displays the new 'Ashton Underlined' logo and many complimentary comments have been received from the increased numbers of visitors that now call in to meet with members of the team.
- **Strategic Development:** A detailed marketing strategy has been developed for the brand and is actively being delivered. Financial resources have been acquired to allow a number of separate initiatives to proceed, including contributions of over £80K from the private sector.
- **Welcoming Gateways:** New 'gateway' signs have been erected at the entrances to the Regeneration Project area and a high visibility hoarding site on Ashton Moss as well as lamppost pennants on Park Parade, have been utilised to promote the Project's new strap line of 'New Jobs, New Homes, New Pride'. These key messages are also being promoted at the St.Petersfield development area utilising large roadside hoardings.
- **Partnership Working:** The new campaign has successfully involved and assisted a number of new partners, both large and small. We have celebrated a stunning 12 months on Ashton Moss with the continuing development of the Leisure Park leading to the creation of a number of new jobs, and the completion of successful negotiations by the developers AMEC and Staley Developments.
- **Innovation:** Conscious decisions have been taken to utilise new innovative and inventive initiatives to promote the 'new' Ashton-under-Lyne such as the creation of a promotional feature in the regional lifestyle magazine - 'Living Edge'.
- **Ashton Edge:** Included within 'Living Edge' magazine, this interesting feature on Ashton attracted much attention. This glossy lifestyle magazine which has a circulation of 12,000 and a readership of 84,000 has proven to be a superb tool to display

Sponsor's Quote: John Hughes, Ask Property Developments Limited:

"Ask Property Developments is delighted to support the 'Ashton Underlined' marketing campaign which is helping raise the profile of the town locally, regionally and nationally. We look forward to progressing our £55m project to create a new Central Business Quarter at St.Petersfield, with enthusiasm and optimism."

changes in Ashton and was also produced separately as a stand alone glossy brochure, which is being used as a promotional tool. It has been widely circulated to developers and investors locally, regionally and nationally and is proving to be a perception-changing document, as was intended.

- **Raised Interest:** 'Lancashire Life' (circulation of 24,700) is also currently producing a similar feature and this too will help towards our overall aims to raise the profile of the town.

Building Businesses

Photo: New Charter Housing Trust Group HQ

With over £400 million of investment already secured, opportunities for business in Ashton-under-Lyne have never been better. Ashton Moss, on the M60 junction and St. Petersfield, closer to the town centre, will provide between them almost 2 million sq ft of new business space.

Tameside
Metropolitan Borough
(An Ashtoned County)

Ashton Underlined
Regeneration Project Office
157 Old Street, Ashton-under-Lyne OL6 7SQ
0161 343 7200
www.ashtonunderlined.co.uk

Welcome to Greater Manchester's great success story

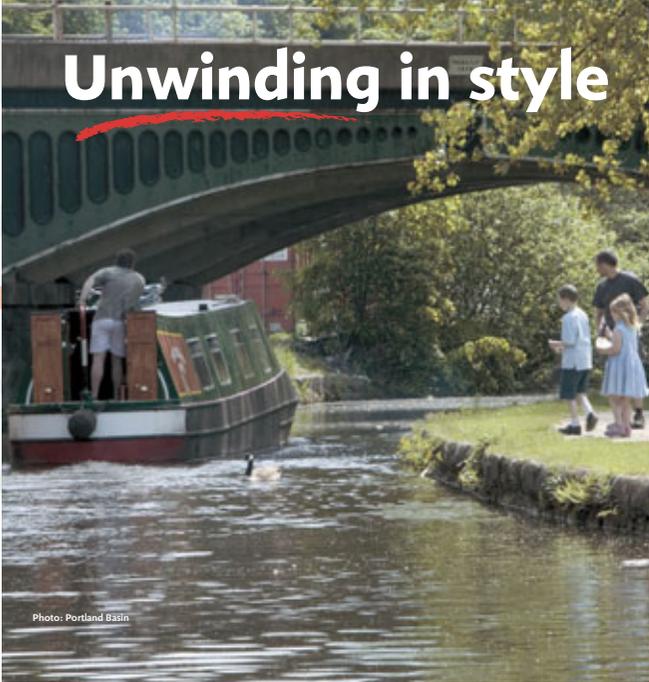
Sponsor's Quote: Alan J Mortlock, Prontaprint:

"I am proud to be one of the Ashton Underlined sponsors and I feel that anything that is done to promote economic activity in the town has to be good for ourselves. I am sure that the businesses that are attracted to the town by the various developments that are taking place will need the design, printing, copying and digital services that we can provide."

Underlining Achievements

- **New Homes:** Over 200 new homes and apartments are being developed by Bellways and Barratts at Portland Basin and Curzon Park respectively, and this accompanied by the availability of new jobs is offering an improved quality of life for residents.
- **In The Know:** Presentations have been made to each of the resident and community groups to explain the significance of the new branding and the rationale behind its development. This is helping to further raise Ashton's profile and creating increased pride in the town by demonstrating improvements and opportunities to residents.
- **Great News:** Four editions of the Ashton Regeneration Project newsletter 'Great News' – an interesting and informative brochure produced for the local community and delivered to every home and business within the Regeneration Project area – have been produced in 2004.
- **Tuned In:** Radio advertising has taken place on both 96.2 The Revolution and on Smooth FM, the latter currently featuring an advertising campaign and sponsorship of the 'Life In The North West' feature, using the strap line 'Ashton-under-Lyne – the quality lifestyle destination'. SmoothFM is currently the fastest growing radio station in the North West with 437,000 listeners each week!
- **World Wide Web:** A superb new fully comprehensive website has been created for 'Ashton Underlined' covering housing, employment, leisure opportunities, new developments and investment opportunities plus a section devoted to Community news which promotes and highlights events and courses of interest to residents. To see for yourself just how much is going on in today's 'new' Ashton, visit: www.ashtonunderlined.co.uk. This site is being continually updated and opportunities for our partners to promote themselves through it are proving very popular.
- **Focus on Ashton:** The Ashton-under-Lyne Property Focus has been produced which brings together all property, land, sites and development opportunities into a single document. This has been distributed to a large number of interested parties and is available in either a hard copy format from the Town Centre Management Initiative (0161 339 3040) or details can be viewed on-line at: www.ashtonpropertyfocus.co.uk.

- **Targeted Media Advertising:** As well as local press, the 'Ashton Underlined' campaign has been featured in the business section of the Manchester Evening News, which brought the new campaign to the attention of decision makers right across the region. The launch of the campaign has also been promoted through specialist trade press such as North West Business Insider and features are currently being worked up to be included in Estates Gazette, Property Week and a town profile feature to be included in Retail Week during 2005.



Unwinding in style

Photo: Portland Basin

Waterways are a feature of Ashton-under-Lyne. There is the River Tame and no fewer than three canals – built over a century ago to move cotton and coal, now cleaned up for all to enjoy.

Ashton Underlined
Regeneration Project Office
157 Old Street, Ashton-under-Lyne, OL6 7SQ
0161 343 7200
www.ashtonunderlined.co.uk

Welcome to Greater Manchester's great success story

Sponsor's Quote: Keith Clarke, Managing Director, MVS Services Limited:

"We at MVS feel very grateful and privileged to have been a part of the new Ashton Underlined promotion and also part of the Ashton Regeneration Partnership Board. We feel at MVS, that we are playing a part in helping shape Ashton for the future and making it a better place to live and work. We feel that Ashton is really starting to go places."

Sponsor's Quote: Steven Bardsley, Rothwells Estate Agents:

"We have noticed an increase in demand for rental properties from outside of the Tameside area, particularly in the period since the 'Ashton Underlined' marketing campaign."

Performance Monitoring

Several methods are being utilised to measure the success of the campaign, such as:

- the use of the annual Shoppers Survey,
- the number of visits to the new website,
- the number of Property Focus brochures sent out,
- the number of land and property enquiries received and,
- responses to questionnaires completed by our partners.

Future promotional initiatives

The first phase of the 'Ashton Underlined' campaign will run until 31st December 2005, there is still much to be done during the next 12 months. The successful elements described so far will continue in order that maximum benefits can be achieved.

- It is planned to produce a second edition of the 'Living Edge' feature in the summer;
- We are already planning and booking features in specialist trade press and in other regional media.
- New for 2005 will be fully liveried 'Ashton Underlined' taxis, operating out of Manchester airport and also out of Piccadilly railway station. These will provide very high profile publicity for the Project to a targeted business audience.
- An ambitious new 'master plan' for the Regeneration Project is to be launched during the summer which as well as providing a framework for public and private investment in Ashton into the future, will also create a vital new marketing tool.

Sponsor's Quote: Tony Berry, Chief Executive of Ashton Pioneer Homes:

"Ashton-under-Lyne offers a range of quality housing options suitable for many different requirements and Ashton Pioneer Homes are delighted to be a partner in this initiative, which is proving very effective in promoting the town as a desirable place to live."



The completion of the eastern section of the M60, Greater Manchester's orbital motorway, has truly put Ashton-under-Lyne on the map. There are now 1.24 million people within a 20 minute drive.



Ashton
Underlined

Regeneration Project Office
157 Old Street, Ashton-under-Lyne OL6 7SQ
0161 • 343 7200
www.ashtonunderlined.co.uk

Welcome to Greater Manchester's great success story

Sponsor's Quote: Carl Johnston, J. W. Property Investments Ltd:

"We are proud to be sponsoring the 'Ashton Underlined' marketing campaign. The marketing efforts are raising the profile of the town and helping Ashton become an investment hotspot outside of Manchester."

Resources

Resources have been accessed via the European Regional Development Fund (ERDF) and the Economic Development Zone (EDZ).

However, over £81,000 has also been contributed by a range of the town's businesses and developers, who understand the potential benefits that can be delivered to them through the success of this Project.

Our current partners are:

- AMEC Developments Limited
- Ashton Pioneer Homes
- Ashton Sixth Form College
- ASK Property Developments
- ASM Cash & Carry
- Bromley
- Hyde and Robinson
- Celltech Manufacturing Services Limited
- Evergreen
- Rockpark Limited
- J W Property Investments Limited
- MVS Services Limited
- New Charter Housing Trust
- Philip Millson Architecture Limited
- Prontaprint
- Bardsley Construction Limited
- Sellar Property Group
- St Peter's Community Partnership.
- Rothwells Estate Agents

However, the number of positive promotional benefits that the Project can deliver is only limited by the resources available to it, and so we would like to hear from other businesses and stakeholders in the town that would like to find out more about coming on board.

For further details or to receive a personal presentation on how YOU or YOUR company can get involved, please contact Andrea Puttnam at the Ashton Regeneration Project office at 157 Old Street, Ashton-under-Lyne OL6 7SQ (Tel: 0161 343 7290).

Sponsor's Quote: Les Hughes, Director – St. Peter's Community Partnership and St. Peter's Trading Partnership Limited:

"Both the Charity and Trading Companies have benefited from our association with our 'Ashton Underlined' Partners. Business opportunities have been positive through the network of local businesses, with one local Company Director agreeing to become a member of our Board. Regular features and mention of our Charity through the Project has been beneficial in spreading our name locally, and to a wider network. It was certainly a positive move to become a Partner."

Sponsor's Quote: Harish Sachdev, ASM Cash and Carry:

"We are one of the oldest and most well established Indian food stores in the North West, and are primarily located in the heart of Ashton. We fully support the 'Ashton Underlined' marketing campaign which is promoting Ashton as a positive town and bringing in shoppers from across the region."

SPONSORS



Ashton

Underlined

Regeneration Project Office
157 Old Street, Ashton-under-Lyne OL6 7SQ

0161 • 343 7200

