

ONE STOCKPORT

Report of the Deputy Chief Executive

1. INTRODUCTION AND PURPOSE OF REPORT

- 1.1 As part of the Council's economic recovery work and ongoing engagement with the community and voluntary sectors, the One Stockport campaign was launched in Spring 2020. The campaign's overarching aims were to support local businesses, connect our communities, and promote health and wellbeing. In addition, the campaign aimed to ensure a coordinated approach to considering how Stockport could build back better.
- 1.2 Following a review of the feedback on Phase 1 of the campaign, and the ongoing context of outbreak management, the campaign is evolving as it moves into Phase 2
- 1.3 The purpose of this report is to provide an update to all members on the campaign to date, and outline Phase 2. The report also seeks to gain support from all ward committee areas and sets out how members and their communities can get involved going forward.

2. ORIGINS OF THE CAMPAIGN AND APPROACH TO PHASE 1

- 2.1 The Stockport Economic Recovery Forum was established at the beginning of covid-19 crisis to help guide the Council's response. Through this forum, key businesses and business groups mobilised and continue to provide advice and guidance on the economic challenges of covid-19. Early feedback from the business community was that Stockport needed to galvanise the community together to get behind local businesses. In parallel, there was a clear swell from the voluntary and community sector to build on the collaboration and community spirit which was demonstrated across Stockport during lockdown.
- 2.2 Both sector groupings presented a clear message that the Council needed to take a bold and ambitious approach to kickstart such a movement. As such, the One Stockport campaign was established in Spring 2020, utilising a contribution from the Council's economic reserves and potential funding from the Reopening High Streets Safely fund launched by the Ministry for Housing, Communities and Local Government (MHCLG).
- 2.3 A soft launch of the campaign took place in early June to support the reopening of non-essential retail in town and district centres. This soft launch included a wide range of promotional activity focusing on the key message of coming together safely to support each other and our local places. Activity included posters and billboards, highway signs, social media engagement, and the distribution of window stickers and information to local businesses across the borough.
- 2.4 Following this, a more formal launch of the campaign began in August with the launch of a 'call to action' through a campaign prospectus, website and video. These elements can all be viewed at <http://www.onestockport.co.uk>. The website was established to act as a hub for all One Stockport related activity, including the

campaign values and mission, news stories from across the borough, social media links and updates, an online survey, and a toolkit for people to download campaign materials to show their support.

2.5 Following the initial launch, further activity was undertaken including:

- the production of a series of 'talking heads' videos showing support from local organisations and businesses;
- the distribution of nearly 4000 tote bags to local community groups, volunteers, and businesses to thank them for their work during the crisis; and
- the launch of a 'shop local' toolkit on the website, which enabled businesses to download a unique shop local poster for their locality. To date, over 700 of these posters have been downloaded with high numbers of downloads in the Heatons, Reddish, Cale Green, Adswold and Marple.

2.6 To date, the campaign has engaged more than 250 organisations from across Stockport and feedback and engagement has been overwhelmingly positive.

3. FEEDBACK ON PHASE 1

3.1 Engagement with organisations and partners has been continuous since the campaign launched, and this has provided ongoing feedback on what has and hasn't worked well. In particular, the following feedback has been received:

- People want to use One Stockport as a platform for positive news, particularly in the current circumstances;
- There needs to be greater clarity about the aims of the campaign and how people can get involved;
- The visuals used in the campaign need to reflect the diversity of the community in Stockport, and also the physical features of what makes Stockport a unique place;
- Using local influencers is vital to increasing reach in an authentic manner; and
- A real sense of local pride exists and the campaign needs to build on this.

4. APPROACH TO PHASE 2

4.1 Taking account of the feedback received throughout Phase 1 and the ongoing outbreak management work, an approach to Phase 2 has been developed to build on the establishment of the brand which took place during Phase 1, and embed One Stockport in the hearts and minds of people so that the campaign becomes a long standing movement.

4.2 The following objectives have been identified:

- Stimulate a sense of local pride;
- Continue to support safety messaging in relation to outbreak management;
- Give local residents, businesses and community organisations a platform for communicating positive news; and
- Reinforce the 3 campaign aims of supporting local businesses, connecting our communities, and promoting health and wellbeing.

4.3 In order to achieve these objectives, a programme of online and physical materials are under development for the coming months, including:

- Ongoing social media activity and publication of articles on the website to share and promote good news stories from across the borough;
- A series of 'case study' posters showcasing local people and organisations who are demonstrating the 3 campaign aims of supporting local businesses, connecting communities, and promoting health and wellbeing; and
- Borough wide One Stockport promotional materials, potentially including landmark building wraps and branded bin wagons.

5. NEXT STEPS

5.1 Feedback on the One Stockport campaign so far has demonstrated a high level of positivity and support for celebrating positive new stories and generating a sense of local pride in these challenging times.

5.2 As with any campaign, it will only be successful if there is a broad support base drawn from a range of types of organisations and localities. Local members have comprehensive and long-established knowledge of their local areas and communities and are vital advocates for One Stockport.

5.3 Therefore, in order to provide their support to the campaign, members of all area committees are recommended to:

- Visit the campaign website (<http://www.onestockport.co.uk>) and follow the One Stockport social media channels on Instagram, Facebook and Twitter.
- Promote the campaign through local networks, encouraging others to visit the website and social media, and download the campaign toolkits.
- Share any positive local stories via getinvolved@onestockport.co.uk
- Provide advice and input on the proposed activities for Phase 2 and any local outlets or mechanisms which could be used to help further promote the campaign (e.g. local community groups or organisations, local social media groups, local influencers/leaders)

BACKGROUND PAPERS

There are none.

Anyone wishing to inspect the above background papers or requiring further information should contact Amy Beasley on telephone number Tel: 0161-474-4596 or alternatively email amy.beasley@stockport.gov.uk