

ERDF Reopening High Streets Safely and Welcome Back Funding Report

Economic Development, Transport and Climate Emergency Scrutiny
Commission

18 August 2021

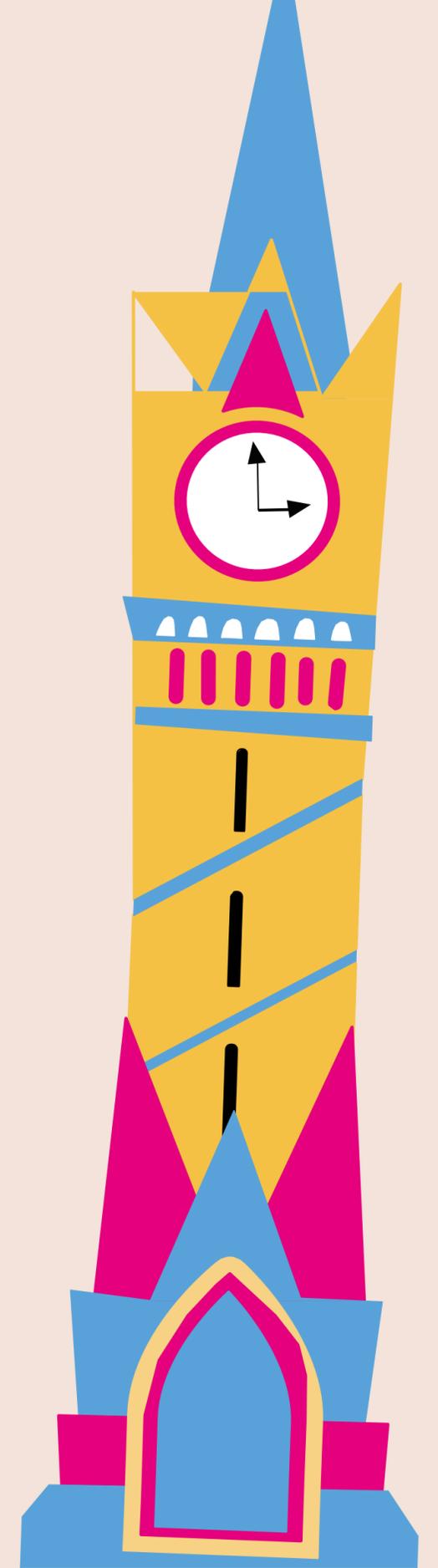
Economic Recovery Plan – Appendix I



HM Government



European Union
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Development Fund





'We've Missed You' 120k Campaign

The 'We've Missed You', has been created to support businesses and welcome back residents and visitors to the city centre and commercial neighbourhoods to celebrate everything that makes Leicester so unique. It supports our local high streets and communities in a safe and responsible way.

The campaign features, at the heart of it, the simple messaging that 'We've Missed You' brought to life through a specially written poem video as well as community-led poetry masterclasses, photography and videos created by and inspired by the city's diverse population.

The media campaign that underpins this campaign has used local knowledge which targets the communities and neighbourhoods using local radio, poster sites and buses in key locations.

There has also been a significant paid social media campaign across Instagram and Facebook, as well as an organic social campaign across the Visit Leicester channels.



We've missed you

Meet your friends and family for a bite to eat



Remember to stay safe
Find out more at visitleicester.info



We've
missed
you

Welcome Back Leicester

Let's roll the fun!



Remember to stay safe
Find out more at visitleicester.info



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Clear Channel

We've missed you

It's time for a coffee and a cut



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European Union

O₂

SAMSUNG

Galaxy S21 Ultra 5G

Galaxy S21 S21+ 5G

No sweat

Mon - Sat
9.30am - 4.00pm
1 hour
No return
within 1 hour

Clear Channel

We've
missed
you

Welcome Back Aylestone
It's time for a coffee and a catch up



Remember to stay safe
| out more at visitleicester.info





ARRIVA
a DB company

Free WiFi | USB charging | Mobile Tickets

Free WiFi | USB charging | Mobile tickets | Get on board!

We've missed you

Support your local businesses and remember to stay safe Leicester

London City Council | HM Government | European Union European Regional Development Fund

Find out more at visitleicester.info

ISOLATOR
FIRST-COME FIRST-SERVED
3109

Let's take next step safely.

We've
missed
you

Support your local
businesses and remember
to stay safe Leicester

Find out more at visitleicester.info



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DO NOT OPEN
THIS DOOR FROM
THE INSIDE

PULL TO OPEN

Y JOB EES

We've
missed
you

Leicester,
what have
you missed?

Remember to stay safe
Find out more at visitleicester.info



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THE GOLDEN MEDIA GROUP

CUT THE MIDDLE MAN
COME DIRECT TO PRINTER

A3 10,000 £99.00 FLYERS	A3 10,000 £299.00 FLYERS	A3 10,000 £350.00 FLYERS	1000 Laminated £40.00 BUSINESS CARDS
2000 Laminated £75.00 BUSINESS CARDS	5000 Laminated £99.00 BUSINESS CARDS	With STAND £39.00 DISPLAY BANNER	UNDER 1p SWING TICKETS

abzs signs & print 0771 853 4470
unit 2, 3 nedham street

affitto
RENTED!
0116 2160011
More Properties Available

Lost World
Demolition
0116 2613001
07850 364099



Businesses Animations

Please see example storyboard below of one of the Belgrave versions.



Frame 1



Frame 2



Frame 3



Frame 4



Frame 5



Frame 6



Frame 7

18 animations for businesses across different sectors and neighbourhoods were created.



City Centre



Narborough Road



Braunstone Gate



Belgrave



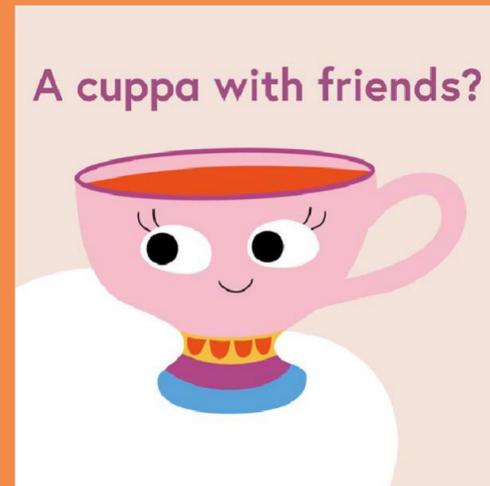
Queen's Road

Rhyming Animations Campaign

Please see example storyboard below of one of the 'Culture' version.



Frame 1



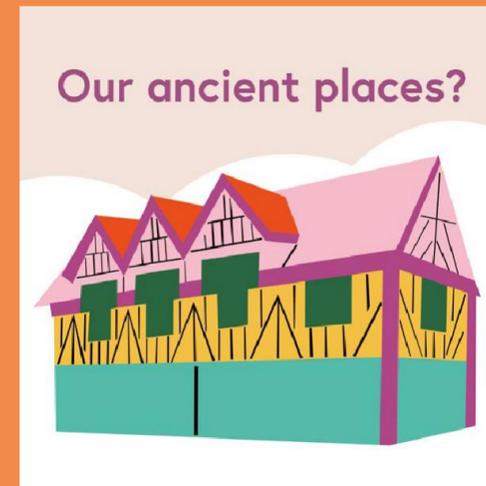
Frame 2



Frame 3



Frame 4



Frame 5



Frame 6

10 animations across different sectors were created





Leicester News Account

Stats from when the poem video was posted.

Twitter:

Date	Reach	Engagement	Retweet	Likes
13/05/21	33,538	930	69	85
17/05/21	4,056	109	5	14

Facebook:

Date	Reach	Engagement	Share	Like
13/05/21	8,700	680	52	123
17/05/21	1,200	58	4	16

Instagram:

Date	Reach	Like
15/07/21	1,300	73





Measurement

Visit Leicester Social Media Platforms:

Instagram

2494 views

343 likes

Twitter

34232 impressions

654 engagements

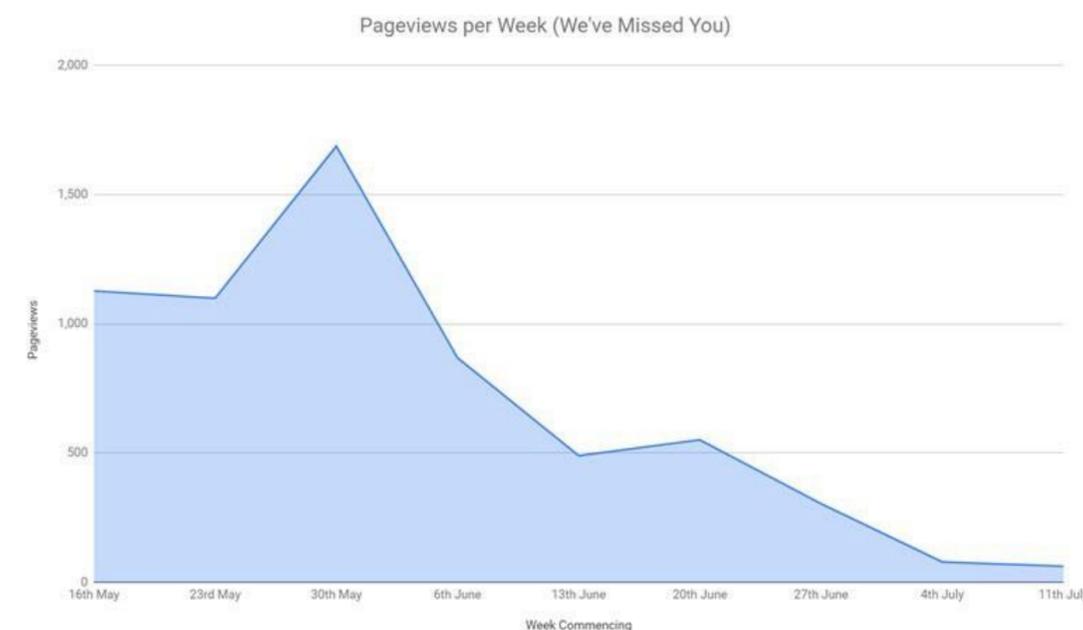
Facebook

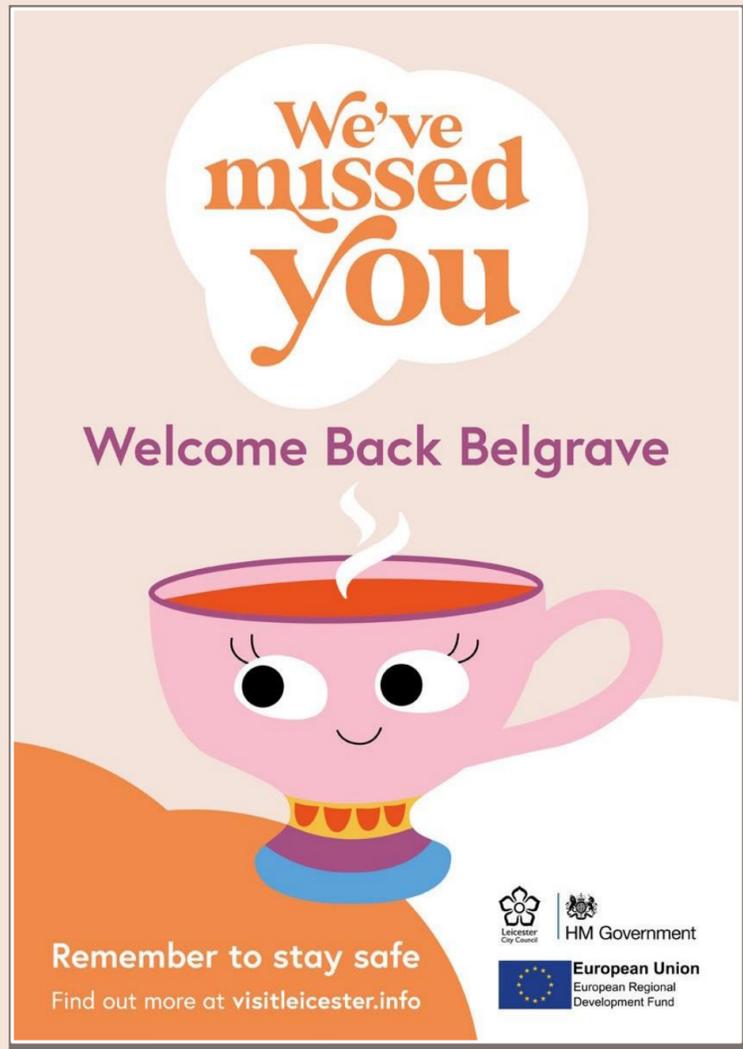
11910 reached

611 engagements

Visit Leicester Website

The page was the third most popular on the Visit Leicester site for the period of the campaign with 6,267 page views (behind homepage and Events Calendar).





Social Media Campaign Results

Creative Overview:*

Long Video Reach: 1,002,465

Short Video Reach: 1,721,337

Animation Videos Average Reach: 1,515,290

Carousel Reach: 1,593,548

Burst 1

Spend: £7,099.00

Reach: 2.7M

Post engagement 241,764

Burst 2 Spend:

£3,005 Reach:

3.1M

Post engagement 61,962



Programmatic Summary

Google Display Ad Campaign*

Spend : £2,975

Impressions : 849k

Clicks : 1k



[Click here to view Clear Channel examples](#)



Clear Channel

May Summary

Impressions 474,830

June Summary

Impressions 263,060

A number of the digital sites are new so cannot provide impressions for the first 12 months, therefore the impressions will be far higher than what is recorded.

The total number of plays of the creative across Clear Channel and BT Inlink is: 310,130.



JCDecaux

May - June Summary

5x Digital 6 sheets at Leicester Train Station

Total impressions were 340,725





Bus Advertising

24th May - 20th June Summary

Impressions - Streetliners per unit

Impacts: 935,150



FU Media PR value (total £253,750.00)



Outlet	Type	Link	Reach	EAV	PR Value (x3.5)
LEICESTER WE'VE MISSED YOU					
Leicestershire Live	ONLINE	https://www.leicestermercury.co.uk/news/leicester-news/weve-missed-you-next-steps-5410093	1,414,032	£10,000	£35,000
NICHE	ONLINE	https://www.nichemagazine.co.uk/post/leicester-city-council-says-weve-missed-you-with-touching-campaign-and-poem	8,000	£1,000	£3,500
ITV Central	TV	https://www.itv.com/news/central/2021-04-13/itv-central-catch-up-on-the-latest-programme-for-the-east-midlands	250,000	£50,000	£175,000
DLUXE	ONLINE	https://dluxe-magazine.co.uk/leicester-2/leicester-city-council-launches-poetic-response-to-post-lockdown-leicester	10,000	£1,000	£3,500
Leicester Mercury	PRINT	15 th May – Page 6 & 7 – Full Page feature on We've Missed You campaign	13,867	£2,500	£8,750
Leicester Mercury	PRINT	18 th May – Page 3 - Feature in their DPS on city unlocking	13,867	£2,500	£8,750
DLUXE Leicestershire	E-MAG	https://mailchi.mp/fu-media.co.uk/leicester-emag-13-may	2,515	£1,000	£3,500
DLUXE Midlands	E-MAG	https://mailchi.mp/fu-media.co.uk/midlands-emag-13-may	5,906	£1,000	£3,500
CREATIVE WRITING CHALLENGE					
Voluntary Action Leicestershire	ONLINE	https://valonline.org.uk/by-the-clock-tower-poem-inspires-community-creative-writing-challenge/	TBC	£1,000	£3,500

We've
missed
you

Thank you.



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