

# ERDF Reopening High Streets Safely and Welcome Back Funding Report

Economic Development, Transport and Climate Emergency Scrutiny  
Commission

18 August 2021

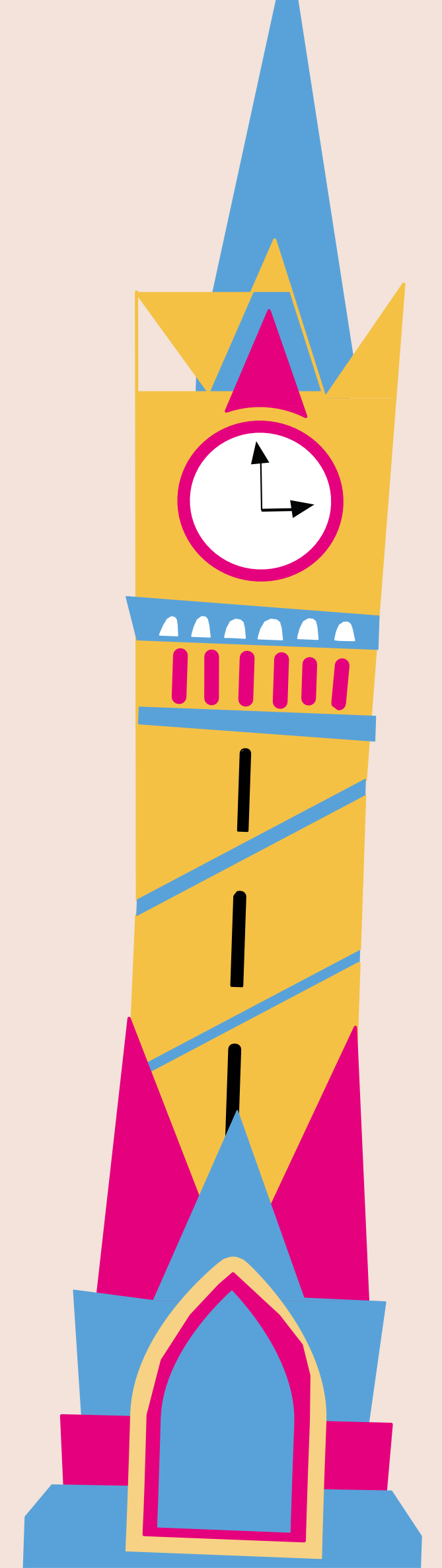
Economic Recovery Plan – Appendix I



HM Government



**European Union**  
European Regional  
Development Fund





We've  
missed  
you

# ‘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](http://visitleicester.info)



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We've  
missed  
you

Welcome Back Leicester



Remember to stay safe  
Find out more at [visitleicester.info](https://visitleicester.info)



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O<sub>2</sub>

SAMSUNG

Galaxy S21 Ultra 5G

Galaxy S21 S21+ 5G

Clear Channel

We've  
missed  
you

It's time for  
a coffee and a cut



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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  
Find out more at [visitleicester.info](http://visitleicester.info)



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ARRIVA  
a DB company

Free WiFi | USB charging | Mobile Tickets

We've missed you

Support your local businesses and remember to stay safe Leicester

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

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

Find out more at visitleicester.info

3109

Let's take the next step safely.



We've  
missed  
you

Support your local  
businesses and remember  
to stay safe Leicester

Find out more at [visitleicester.info](https://visitleicester.info)



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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](http://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 £200.00 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

Lost World  
Demolition  
0116 2613001  
07850 364099





# Businesses Animations

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

Welcome Back Belgrave

Vinay, Xtra Looks Barbers

Frame 1

Covid measures are in place

#ReopeningHighStreetsSafely

Frame 2

Come and see us and shop safely

Ram, Stylex Menswear

Frame 3

We're back and we're Covid secure

#ReopeningHighStreetsSafely

Frame 4

We look forward to welcoming you

Rajma and Hasin, Cake House

Frame 5

Remember the hands, face, space rules

#ReopeningHighStreetsSafely

Frame 6

Remember to stay safe

#ReopeningHighStreetsSafely

Frame 7

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

Welcome Back City Centre

Marcus, Pragnell Jewellers

City Centre

We have full Covid measures in place

#ReopeningHighStreetsSafely

Narborough Road

See you soon!

#ReopeningHighStreetsSafely

Braunstone Gate

We're back and we're Covid secure

Mahesh, Ladlee Clothing

Belgrave

Explore our great businesses

Emma, Bloom Project

Queen's Road



# Rhyming Animations Campaign


Please see example storyboard below of one of the ‘Culture’ version.

We've missed you

What have you missed most?


Frame 1

A cuppa with friends?




Frame 2

Smiling faces?




Frame 3

Our past? Our future?



Frame 4

Our ancient places?




Frame 5

We've missed you

Remember to stay safe

#ReopeningHighStreetsSafely



Frame 6

10 animations across different sectors were created

Cafés & diners?  
A bite to eat?



Little adventures?



Bars & restaurants?



Travelling on trains?



Our past? Our future?







## 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

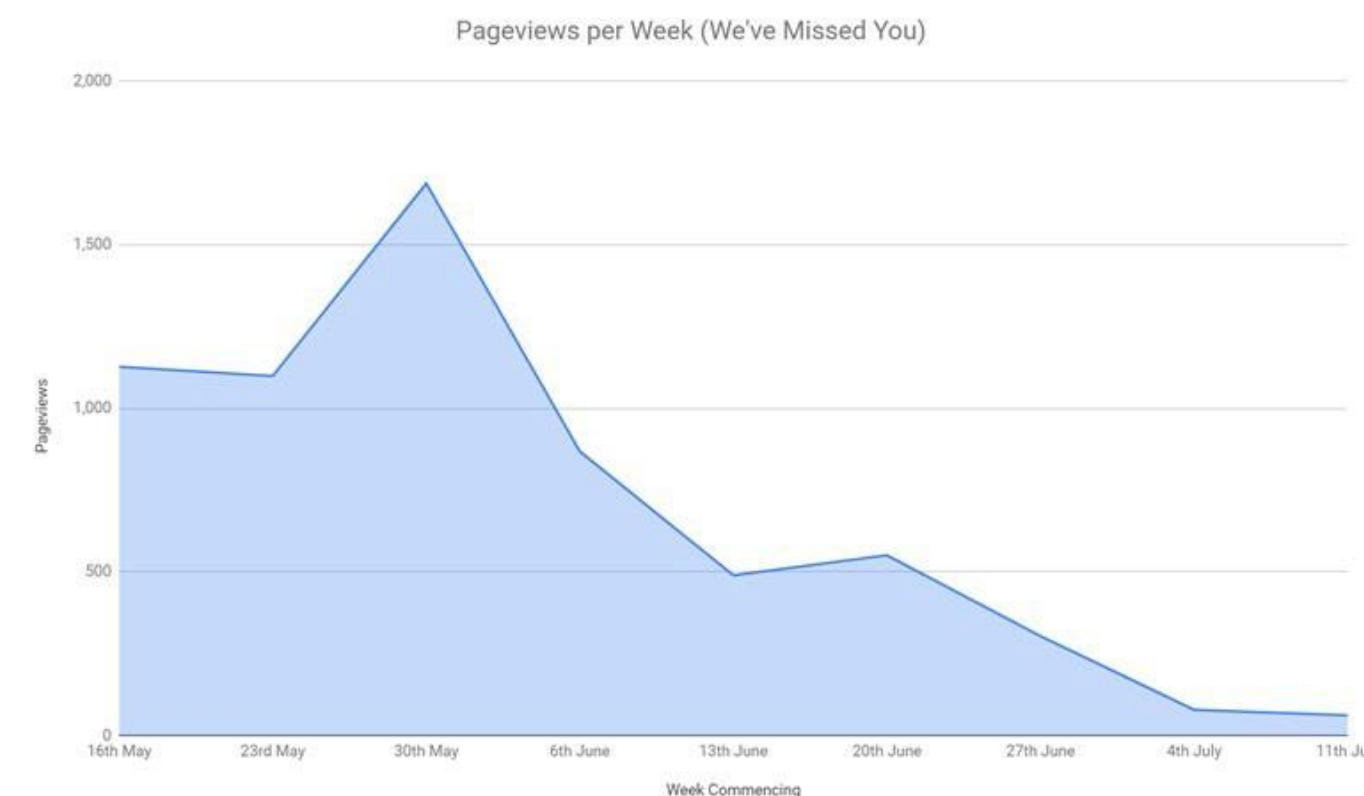
### Facebook

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

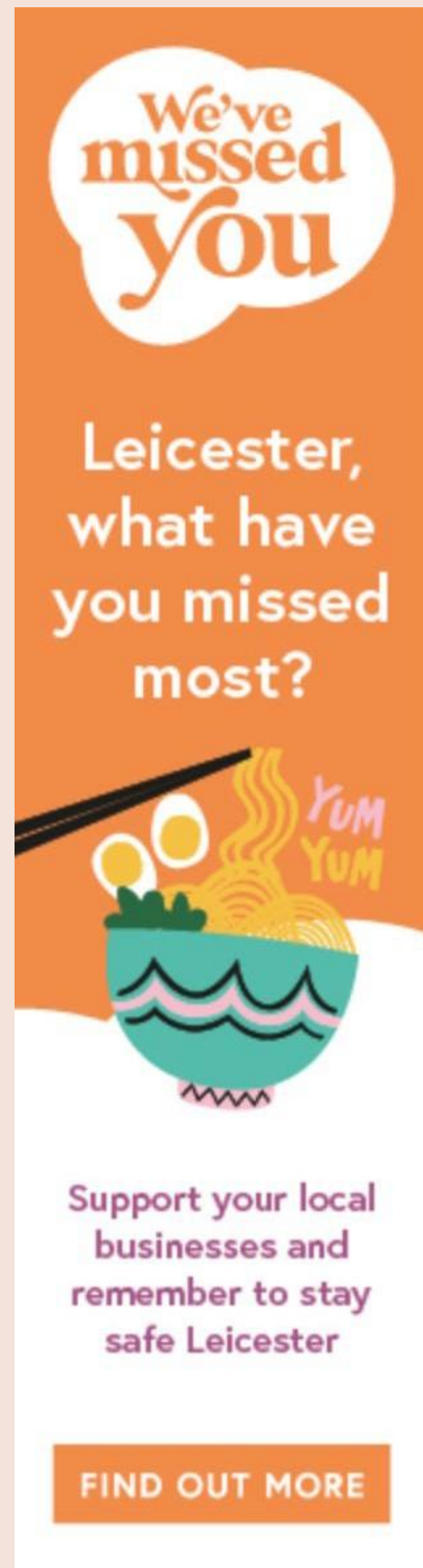
## Burst 2 Spend:

£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
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## June Summary

Impressions	263,060
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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

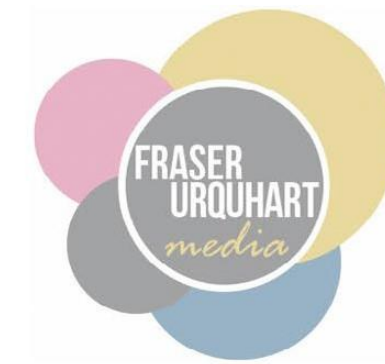
Impressions - Streetliners per unit

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





Thank you.



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