

Item 4a – Appendix 1: Select communications and marketing highlights

1. Select media coverage:

November

B Daily: [West Yorkshire Combined Authority on target for over £95m investments in economy by March 2018](#)

Since April 2017, West Yorkshire Combined Authority has approved over £27m of Leeds City Region Growth Deal funding for investment in schemes that will result in economic growth, new jobs, skills training, new housing and transport improvement. These figures were released in a report during a meeting with Combined Authority Investment Committee members today (Thursday). **Covered in a range of outlets.**

TopicUK: Advanced Skills and Innovation Centre opens (in paper)

Wakefield College's new £7m Advanced Skills and Innovation Centre was officially opened by Cllr Peter Box and Mary Creagh MP. The project received £3.3m from the Leeds City Region Local Growth Deal.

Business Desk: [City Region's smart tech on display at international event](#)

Leeds City Region Enterprise Partnership (LEP) is leading a private sector delegation at the 2017 Smart Cities Expo World Congress in Barcelona to highlight the region's strong technology capabilities and world leading developments within the smart cities arena. The digital sector contributes £6.5bn to the City Region economy and employs 102,000 people.

Huddersfield Daily Examiner: [Plans unveiled for £52m project to cut congestion on busy road around Huddersfield and Brighouse](#)

A £52.4m project to improve traffic congestion on the road from Bradford to Huddersfield is being explored. The idea is at an early stage, but councillors will be asked to agree to spend £630,000 on feasibility work to assess and explore the options.

Brighouse Echo: [£4.5m Clifton business highway through green land given the go-ahead](#)

A £4.5m bid to build a business highway through a new enterprise zone in Clifton, near Brighouse, has been successful. The scheme is part of a £345.3 million funding package to improve local roads and public transport across the country announced by the Transport Secretary Chris Grayling. Calderdale Council is working with the WYCA and Leeds City Region Enterprise Partnership to transform the empty site at Clifton.

B Daily: [MIPIM has 'tremendous impact' on growth of international investment in Leeds City Region](#)

The Leeds City Region economy has received a significant boost when attending MIPIM over the past five years, new analysis has revealed. Attendance at the international property conference has generated more than 430 inward investment enquiries and this

year alone has led to visits from Chinese investors and representatives of globally recognised brands. **Covered in a range of outlets.**

Insider: [Combined Authority calls for funding clarity in Autumn Budget](#)

The West Yorkshire Combined Authority has called on Chancellor Philip Hammond to secure and streamline funding. The Combined Authority is looking for some reassurance that when the UK leaves the European Union, areas such as the Leeds City Region do not lose out on millions of pounds of EU funding. **Covered in a range of outlets.**

Insider Media: [Procurement opportunities to be showcased at LEP event](#)

Future procurement opportunities for businesses are to be showcased at an event co-ordinated by the Leeds City Region Enterprise Partnership (LEP) and Department for International Development (DFID). Lord Bates, minister of state for international development, and Roger Marsh, chairman of the LEP, will be speaking at the event.

Machinery Marketing: [New £9 million facility in Wakefield](#)

OE Electrics (www.oeelectrics.co.uk), a manufacturer and distributor of electrical equipment, has doubled the size of its operations in Wakefield, which will lead to the creation of 144 new jobs. The company has invested £9 million in OE House, a 66,000ft² energy-efficient facility that was custom-built for the firm at Calder Park, enabling it to double its capacity and diversify into new markets. The project has received £500,000 of funding from the Leeds City Region Enterprise Partnership's Business Growth Programme.

December

Business Desk: [Businesses and academics support campaign to bring Channel 4 to Leeds City Region](#)

Leading digital academics and businesses have thrown their support behind the #4sparks campaign to bring Channel 4 to Leeds City Region. David Eccles, founding partner of Leeds-based Numiko, Channel 4's digital partner for many high profile projects such as The Undateables, Stand Up to Cancer, Fresh Meat, Bear Grylls' The Island and the Paralympics, said: "With the unstoppable rise of on-demand, internet based content providers such as Netflix and Amazon vying for viewers' attention, Channel 4 needs to be able to plug into a local ecosystem of digital talent which will guarantee their success for the next 35 years.

Leisure Week: [Eleven bid for England's £15m Northern Cultural Regeneration Fund](#)

Eleven locations from across the north of England have bid for a share of £15m (US\$20.1m, €17m) in funding designed to build a legacy from the Great Exhibition of the North. The bidding pool consists of Cheshire and Warrington; Cumbria; Greater Manchester; Humber; Lancashire; Leeds city region; Liverpool city region; the North East; Sheffield city region; Tees Valley; and York, North Yorkshire and East Riding.

Covered in a range of outlets.

BBC Online: [Yorkshire devolution row: Archbishop Sentamu intervenes](#)

The Archbishop of York has intervened in a political row over Yorkshire devolution. Sheffield is set to elect a regional mayor next year, but most councils in the county favour a region-wide alternative. In a letter first seen by the Yorkshire Post, Dr John Sentamu called on the government to introduce an All Yorkshire Devolution Deal by 2020. **Covered in a range of outlets.**

Telegraph & Argus: [Bradford Forster Square station plans open for consultation](#)

Plans for big improvements to Forster Square Railway Station are now open for public consultation. Officers from Bradford Council will be at the station on Tuesday and Wednesday asking passengers what they think of proposals to dramatically improve access and facilities. Bradford Council and the West Yorkshire Combined Authority (WYCA) together with Network Rail and train operator Northern are planning a major redevelopment of the station. **Covered in a range of outlets.**

Times Educational Supplement: [Cllr Hinchcliffe blog - Regional devolution would unleash an industrial revolution](#)

The potential of the Northern Powerhouse is being stymied by a government slow to hand over powers. If the promise of the Northern Powerhouse is to be delivered, it will be built on the pillars of transport and skills.

Municipal Journal: [Javid proposes compromise over Yorkshire devolution](#)

Mr Javid has written to civic leaders in South Yorkshire assuring them that full participation in the Sheffield city region deal would not prevent them from pursuing a One Yorkshire agreement were one to be put forward. The Sheffield city region deal was signed in October 2015 and included Barnsley, Doncaster, Rotherham and Sheffield councils. However, Barnsley and Doncaster MBCs refused to back the deal when it was discussed again in September 2017.

Telegraph and Argus: [£2.9 million boost to help heat local homes](#)

A new £2.9m programme could help more than 700 local households lower their fuel bills and keep their homes warm, following approval from West Yorkshire Combined Authority. Part-funded by the National Grid, the Leeds City Region Warm Homes programme will install gas-fired central heating systems and gas connections in any eligible privately-owned and privately-rented homes in Bradford, Calderdale and other Yorkshire areas. **Covered in a range of outlets.**

2. Marketing campaigns – illustrative visuals (#4sparks and Access Innovation)



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