

REPORT TO	ON
CABINET	11 <sup>th</sup> April 2018

September 2017



TITLE	PORTFOLIO	REPORT OF
The Leyland Truck Trail - 2017 Review/Evaluation and consideration of a Leyland Truck Trail 2	Regeneration and Leisure	Director of Planning and Property

Is this report a <b>KEY DECISION</b> (i.e. more than £100,000 or impacting on more than 2 Borough wards?)	<b>No</b>
Is this report on the <b>Statutory Cabinet Forward Plan</b> ?	<b>No</b>
Is the request outside the policy and budgetary framework and therefore subject to confirmation at full Council?	<b>No</b>
Is this report confidential?	<b>No</b>

## 1. PURPOSE OF THE REPORT

### 1.1

To report on the success of the Leyland Truck Trail 2017. The report also seeks the views of members in supporting a second Leyland Truck Trail, this in the light of the success of the Initial Leyland Truck Trail installation and Place Promotion Marketing and Skills and Education programme as detailed in the main body of the report.

## 2. PORTFOLIO RECOMMENDATIONS

### 2.1

The Truck Trail 2017 delivered a successful and unique Place Promotion project that attracted a significant level of media coverage and helped focus attention on our local Truck building heritage and engineering capabilities. Beyond the value of the Truck Trail 2017 as a Place Promotion initiative, the schools skills programme linked to the project was very well received, engaged a large number of pupils and provided a genuine legacy to the project providing a basis for future related Stem ( Science, Engineering Technology and Maths) work in South Ribble Schools.

Other Place Promotion opportunities are now our priority and in particular, promoting the delivery of major Projects in the Borough such as the Cuerden Strategic Site – Lancashire Central. The current focus on skills for the Council rests in further developing the Apprentice Factory project and this is now our priority, supporting skills development for existing and inward investing businesses in South Ribble.

On this basis supporting a Truck Trail II in 2018 is not considered the best use of resources at this time.

### 3. EXECUTIVE SUMMARY

- 3.1 The report presents a summary of the Leyland Truck Trail 2017 detailing the process of developing the Trail involving officers from across the Council, the business sponsors and support of the wider community.
- 3.2 The Truck Trail was developed as part of the Council's Place Promotion and Business Support programme helping raise the profile of South Ribble as a Great Place. The Stem (Science, Technology, Engineering and Maths) programme developed by the Council's Enterprise Team as an integral part of the project focused on the historic value placed on skills, our truck building heritage and the needs of our businesses in securing the skills required for the future creating a legacy of Stem learning associated with our local businesses.
- 3.3 More than 1,000 students across 28 schools have been engaged in the Stem work associated with the Leyland Truck Trail participating in a Dragons Den style design competition hosted by Leyland Daf and in the follow up schools based programme based around the Truck Trail Stem 'game'.
- 3.4 The Trail itself attracted additional visitors to Leyland Town Centre and achieved a good level of traditional and social media coverage. The Trail also provided additional marketing support to elements of our existing local events programme.
- 3.5 The Leyland Truck Trail as delivered in 2017 was a one off 'event' but the Council have been approached for support in 2018 of a Truck Trail 2. The views of members are sought on whether they feel a repeat of the Truck Trail in 2018 is something they would like to see but only on the basis of the Council supporting the education element and providing access to the digital elements of the project created for the 2017 Truck Trail.

### 4. CORPORATE PRIORITIES

The report relates to the following corporate priorities:

Excellence and Financial Sustainability	
Health and Wellbeing	
Place	X

Projects relating to People in the Corporate Plan:

People	
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## **5. BACKGROUND TO THE REPORT**

- 5.1 The role of temporary public art installations has become an increasingly familiar feature of place promotion over recent years. Across the UK installations such as the Superlambananas in Liverpool, Gromit Unleashed (Wallace and Gromit) in Bristol and most recently in Cumbria the Goherdwick Trail, all of these projects combined themed based installations in promoting visitor numbers and supporting the local economy.
- 5.2 An art based trail had previously been considered for Leyland but following some initial discussions progressing such an approach was thought cost prohibitive and thought not to deliver lasting impact or legacy.
- 5.3 In recognising the opportunity to further develop some initial ideas previously explored around this theme and complementing South Ribble's growing statement pieces at key gateways into the borough (the tank/fire engine and now bobby), the Council were approached by a local design house in borough to consider a public art installation project based on an installation concept they had developed and in particular highlighting the heritage and legacy of Truck Manufacturing in Leyland.
- 5.4 From these early discussion the theme of trucks linking with historic vehicles manufactured by Leyland Trucks provided a basis for a Trail. This early work was developed further creating the theme for a group of caricature vehicles each reflecting within their design elements of the original vehicles manufactured by Leyland Trucks.
- 5.5 Initial discussion took place with on how a Truck Trail project might feature as part of a programme of Place Promotion and Business Support activity being developed by the Council at that time.
- 5.6 The Place Promotion Programme was introduced through the Council's budgetary process as a revenue line in February 2016. A £100,000 budget provision designed to support activities which were themed on the principle of Place Promotion and complemented other works in delivering local economic growth and Corporate objectives in supporting business and skills.
- 5.7 At this time also our Enterprise Team officers were supporting a wider programme of activity generated through the Lancashire LEP Skills Hub and work involving in particular skills development associated with schools. A group was formed by the Skills Hub to focus on Careers Information Advice and Guidance for young people, this in response in part to the work of the Lancashire Economic Partnership on skills needs in Lancashire but also more specifically within the City Deal geography.
- 5.8 As part of the work of this group the commitment of partners was made to support the presence of a City Deal collective at the University of Central Lancashire Science Festival ( June 2016). The theme for the City Deal collective was to be based on the National STEM agenda (Science, Technology, Engineering and Maths) and also construction again recognising the challenge of meeting future skills needs and linked growth and City Deal. A bridge building game was developed for the Festival by Stemfirst (the Regional provider of the governments Stem ambassador programme) and which engaged hundreds of Children over the Festival period working on designs for a Lego bridge for the Ribble Crossing and drawing on Stem skills.

- 5.9 As part of the Science Festival presence in 2016 the opportunity was recognised to use the developing Truck Trail idea to test the theme on a wider audience making the connection with local engineering skills whilst also highlighting Leyland as a place to visit. Truck Trail signage was developed and used by the University to help visitors orientate the Uclan Campus whilst developing their knowledge of the Leyland Trucks by engaging in a 'knowledge game' associated with the Trail.
- 5.10 It was this work which fixed the idea of further developing the Leyland Truck Trail to deliver to the two principles of Place Promotion but also by engaging with Stemfirst to create a series of tasks associated with the idea of a Leyland Truck Trail which would help develop a lasting STEM skills development legacy for the Trail. Initial meetings with Leyland Daf identified a very strong desire to support and promote education and skills in communities local to the business and the inclusion of a skills element became an essential to their involvement in the project.
- 5.11 The work on the Stem element of the project had progressed through meetings with Leyland DAF, with the Managing Director and key personnel responsible for training recognising the potential value of a Stem programme linked to a fun and engaging Trail project. On this basis Leyland Daf made an early commitment to the principle of the Leyland Truck Trail and also agreed to be founding Truck Sponsors.
- 5.12 The two key elements of the Leyland Truck Trail were developed over the summer and autumn period of 2016. The principle behind the proposed model being that all involved would look to secure private funding and sponsors for the Truck which would appear in on The Leyland Truck Trail. Sponsorship income and production of the trucks was managed externally which meant the Council would not be paying for the Trail installation itself (an important principle give that the Trucks would bear the corporate logo of sponsoring companies a process of design managed by Stone Create). Support would be provided by the Council for the marketing and promotion of the Leyland Truck Trail and for part of the Stem programme through the Place Promotion and Business Development programme. An element of cost for the Stem work was also incorporated in the cost of the trucks to the sponsors which helped offset part of the education cost and assisted in securing the sponsors full engagement in the skills element of the project.
- 5.13 In the late Autumn of 2016 a very successful sponsor launch event was arrange by the Council at the Hallmark Hotel Leyland. For the first time a Leyland Daf sponsored Truck Trail truck was unveiled as a basis for marketing all the available character Trucks and locations to sponsors.
- 5.14 The marketing and promotion for the Leyland Truck Trail was largely based around the use of social media. A web site was developed for the Truck Trail and an interactive 'app' was developed to support the Trail which meant that visitors could link directly through mobile devices to information on each of the Trucks and Truck sponsors and also for more information about the trail generally.
- 5.15 Stemfirst created a competition and engage with schools across the Borough to design the last Truck of the Trail and a Dragons Den competition was held at the Leyland DAF manufacturing facility this took place in the spring of 2016 immediately prior to the Truck Trail itself opening in the early summer of 2016. The Design a Truck of the Future competition – The Route to Success engaged with over **248** students in **9 local schools**, teachers supported the competition along with Stem ambassadors. A highly competitive process resulted in a team of budding young female engineers from Broad Oak Primary School

Penwortham winning the competition. The competition winners were not announced at the time of the Dagon's Den but rather a competition winning reveal was arranged to take place as part of the Leyland Festival in the summer of 2017. This approach again being identified as a way of raising the profile of the Project, highlighting the link between the project and Stem skills development and also to assist in the promotion of the Leyland Festival.

5.16 The second element of the Stem work involved the development and production of a Stem Truck Trail based interactive 'game' which has been delivered through the winter months 2017/18. To date **900** students from **28 local schools** have participated in the 'game' and the going forward the resource will remain available for use by the Stem Ambassadors working locally with our schools. The Stem based work has been extremely well received in our schools and has generated significant levels of positive feedback from all participating schools.

5.17 The Leyland Truck Trail itself was installed in April 2017 and the British Commercial Vehicle Museum in Leyland offered to host a launch event which the Council delivered as part of its marketing commitment within the project. The Launch event was attended by many of the Truck sponsors and BBC Radio Lancashire spent the day broadcasting from the event.

5.18 The Truck Trail installation involved thirteen separate location on a trail leading from the Leyland Railway Station through Leyland Town Centre and on to Worden Park was a great success. Over the summer months of 2017 with excellent social media support and also good local and national press coverage the Trail generated:

<b>Post impressions</b>	<b>370,000</b>
<b>Engaged users</b>	<b>9,831</b>
<b>Lifetime fans</b>	<b>806</b>
<b>Video user reach</b>	<b>15,102</b>
<b>Video views</b>	<b>50,000</b>
<b>App Downloads</b>	<b>3,000</b>

5.19 Social media and Place Promotion marketing continued throughout the summer months and into the autumn of 2017. The Council's media and communications team were fully engaged in the Truck Trail and added to the social media reach of the project.

5.20 Such was the popularity of the Leyland Truck Trail that the initial period of the installation was extended from September to October 2017 to coincide with local schools half term break. This extension based on the opportunity to engage visitors further not only during the additional 6 week period but also through a 'send off' event at Worden Park. All the Trucks were removed from their Trail locations and brought together for a celebration event at Worden Park held during the school half term week in October 2017. Again this event was organised and delivered by the Council under the banner of Place Promotion.

5.21 The send off event not only brought a large number of visitors to Worden Park but by creating a family trail around the Park we were able to engage children and families in an 'orienteering' styled Park Trail supported by our Sports Development team. The event generated an estimated 600 participants and the Park was busy throughout the day.

5.22 The legacy of the Truck Trail was always intended to be in the support the Trail provide in increasing visitor numbers to Leyland Town Centre, in promoting Leyland and South Ribble as a place to live, work and play but also in providing a focus on skills development around

the Stem agenda and associated future career choices for our young people. Where possible the Trail aligned to other local Place based events including the Taste Leyland event and the Leyland Festival.

- 5.23 As with much Place Promotion activity and to a similar extent business investment, particularly where this is based around training and in the case of stem skills development where that training is such a while off delivering in the form of future employment skills, the full impact and value of the Leyland Truck Trail is difficult to quantify.
- 5.24 This project certainly cannot be viewed in isolation from wider social and economic drivers but there is sufficient reported benefit to indicate that the project had a real positive impact locally on visitor numbers.
- 5.25 Recorded feedback from students, teachers and stem ambassadors involved in the two stem projects associated with the project has all been extremely positive and numbers engaged represent a very successful outcome. **88%** of students participating in the Stem projects fed back that they learnt about local companies and the same number now thought that all companies need people with STEM skills.

## **6. PROPOSALS for Truck Trail 2**

- 6.1 Based on the success of Leyland Truck Trail in attracting visitors as individuals, families, groups and this together with the outstanding success of the Stemfirst Schools Stem Skills programme, Stone Create have carried out some initial work to establish the public and market response to a Truck Trail 2 project in 2018. This work has been carried out entirely at risk by Stone Create.
- 6.2 Initial market testing for Truck Trail 2 has been carried out through social media and initial contact with potential sponsors including Leyland Daf and also significantly the Manchester Lego Discovery Centre.
- 6.3 The Council's support has been requested, subject to positive feedback from the public and potential sponsors, for a Stem element as an integrated part of any future project, again working with local schools in the same manner as with the 2017 Truck Trail. Access has also been requested to the social media platforms developed by The Council as part of the Marketing and Place Promotion work associated with the original Truck Trail and funded by the Council.
- 6.4 A Truck Trail 2 installation would rely entirely on the commitment of sponsors and no further Place Promotion investment Marketing through the Council is suggested beyond the use of those social media platforms created for the 2017 Marketing work.
- 6.5 The planning consent secured for the Truck Trail is a two year permission and whilst it might be necessary to seek some amendments based on any proposed design changes considered material to the original application, a Truck Trail 2 installation could benefit from the existing planning consent if progressed.

## **7. CONSULTATION CARRIED OUT AND OUTCOME OF CONSULTATION**

- 7.1 Stone Create have carried out some initial market testing and have already identified a number of interested sponsors including Leyland Daf and the Manchester Lego Discovery Centre.
- 7.2 The Leyland Town Team have been contacted and provided the following feedback.
- 7.3 The Leyland Town Team agree the Truck Trail was a unique attraction, with the overall view that it was a great success for Leyland in 2017. However, views were expressed that simply replicating the Truck Trail so soon after the first may not have the same impact, potentially only attracting the same groups and organisations who have already done the first trail.
- 7.4 The Leyland Town team have indicated they would broadly welcome another Truck Trail or alternative in trying something different but their view, based on the limited information provided on a Truck Trail 2, was that this would not have the same benefit in 2018 and further installation might be considered in future years.
- 7.5 **CONCLUSIONS**
- 7.6 Truck Trail 2017 was an opportunity to create a Place Promotion Project which highlighted the significant heritage of Truck Building and associated engineering capability in South Ribble. The project quickly attracted support from key sponsors including Leyland Daf and in addition the also provided the ability to link to elements of Stem (Science/Technology/Engineering and Maths) related work in our local schools.
- 7.7 The project was a success in attracting significant local and elements of national media coverage, featured in the Marketing Lancashire proposition as part of the Lancashire visitor proposition and was successful in engaging followers through social media and related channels.
- 7.8 The Stem 'Dragon's Den' design project and subsequent stems schools programme engaged a large numbers of schools and pupils achieving the wider goals of the Stem programme whilst also raising awareness of local businesses and future opportunities.
- 7.9 The proposal to replicate the previous work in a Truck Trail 2018 project would not represent the same opportunity in terms of a unique and engaging proposition. As we progress with delivery of key sites and opportunities through City Deal the target audience from a place promotion perspective need to be more strategic in nature. Working with partners through the Central Lancashire proposition there is a need to focus resource on this work.
- 7.10 Our recent work in developing the Apprentice Factory now provides for a more direct and grounded skills support proposition with the potential to link more directly to Corporate priorities. In this way the Apprentice Factory will more directly support the growth of jobs and meet the needs of known end users and their specific skills requirements.
- 7.11 The case for a Truck Trail II 2018 is not felt to represent the strength of case for supporting the original project and investing further officer time and resource at this time is not likely to contribute to current Corporate priorities.

## **8. OTHER OPTIONS CONSIDERED**

- 8.1 The Promotion of South Ribble as the Best Place in the UK is now a Corporate Priority for the Council and in addition to this and associated marketing of the Borough as part of routine business, a further programme of Place Promotion activity is in development based on the provision of budget for this work in 2018/19 and related Corporate Priorities.
- 8.2 Further support for Stem based work with our local schools may become a feature of work associated with the recently approved central Lancashire Supplementary Planning Document for Employment and Skills and in addition the Cuerden Employment and Skills Plan as these emerge over the coming months.

## **9. FINANCIAL IMPLICATIONS**

Any commitment to support for a Stem Skills and learning element of a second Truck Trail in 2018 can be met from existing budget provision.

## **10. HUMAN RESOURCES AND ORGANISATIONAL DEVELOPMENT IMPLICATIONS**

- 10.1 A second Truck Trail in Leyland would have no implication for staff resources beyond existing resource provision to meet the Corporate Priorities of the Council.

## **11. ICT/TECHNOLOGY IMPLICATIONS**

- 11.1 There are no ICT/Technology implication in supporting a second Truck Trail as all related social media for the Truck Trail was hosted and operated external to the Council's own internal systems.

## **12. PROPERTY AND ASSET MANAGEMENT IMPLICATIONS**

- 12.1 There are no Property or Asset Management implications in supporting Stem work associated with Truck Trail 2. A Truck Trail 2 installation could however assist in supporting visitor numbers to Leyland Town Centre assisting overall viability in the town centre including Council owned and operated assets. A Truck Trail 2 could also assist driving up visitor numbers to Worden Park again supporting overall viability and potentially increasing commercial opportunities.

## **13. RISK MANAGEMENT**

13.1

Public Liability insurances would need to be addressed by the owner/operator of any installation. Stemfirst have all relevant liability insurances associated with any further work in the project.

## **14. EQUALITY AND DIVERSITY IMPACT**

- 14.1 The Truck Trail 2 proposal could help support the work of our local schools and in the future our local businesses in providing opportunities for all our residents. There is strong evidence to support the need for more engineers and employees with strong Stem skills form all parts of the community. Other opportunities to support the skills agenda locally are currently being explored by the Council including the development of the Apprentice Factory which might have a more direct impact on opportunities which might support our communities at this time.

**15. RELEVANT DIRECTORS RECOMMENDATIONS**

- 15.1 The Truck Trail 2017 delivered a successful and unique Place Promotion project that attracted a significant level of media coverage and helped focus attention on our local Truck building heritage and engineering capabilities. Beyond the value of the Truck Trail 2017 as a Place Promotion initiative, the schools skills programme linked to the project was very well received, engaged a large number of pupils and provided a genuine legacy to the project providing a basis for future related Stem ( Science, Engineering Technology and Maths) work in South Ribble Schools.
- 15.2 Other Place Promotion opportunities are now our priority and in particular, promoting the delivery of major Projects in the Borough such as the Cuerden Strategic Site – Lancashire Central. The current focus on skills for the Council rests in further developing the Apprentice Factory project and this is now our priority, supporting skills development for existing and inward investing businesses in South Ribble.
- 15.3 On this basis, supporting a Truck Trail II in 2018 is not considered the best use of resources at this time.

**16. COMMENTS OF THE STATUTORY FINANCE OFFICER**

- 16.1 If Truck Trail 2 went ahead then the costs could be met from the existing staffing and Place Promotion revenue budgets, however a decision not to proceed, as recommended, would allow these resources to be aligned to other corporate priority initiatives.

**17. COMMENTS OF THE MONITORING OFFICER**

- 17.1 There are no direct legal implications arising from this report at this stage. It is noted that there may be a need to amend existing planning permission. If Truck Trail 2 does go ahead then an agreement will need to be drawn up setting out the council’s duties and potential liabilities.

**18. There are no background papers to this report**

Report Author:	Telephone:	Date:
Jonathan Noad	625206	March 2018