



Tyne and Wear Development Company

Task/problem

Raise the profile of Tyne and Wear Development Company among local, national and international investors as the region's leading inward investment agency and promote Tyne and Wear as an attractive location for business.

Solution/what we did

Develop, deliver and manage an ongoing public relations campaign to promote investment success stories, highlighting the support and services provided by Tyne and Wear Development Company to businesses from start-ups to multi-national investors of the stature of Nissan and Nike.

Media relations support is provided for a number of special events including the Tyne and Wear Commercial Property Show; North East Contact Centre Awards and Contact Centre Conference. With MHW's support the Property Show has grown into one of the biggest commercial property events in the North, while the reputation of the contact centre industry has been enhanced as one of the region's growth sectors.

To help showcase Tyne and Wear to investors outside the region an online Investor Guide has been developed. MHW devised the content for this and managed its design and production, creating an easy-to-use guide that gives potential investors access to key information and offers a snapshot of the region.

MHW also manages the production of a regular Investor newsletter, which is delivered to over 3,000 businesses across the region, and writes copy for a monthly e-bulletin.

Results

Monitoring of investor enquiries showed a 10 per cent growth in the number of businesses that found out about Tyne and Wear Development Company through the media. During the same period there has been a significant increase in awareness of the specific services provided by the agency.

Regular media coverage has been enjoyed in a broad range of regional titles and some specialist publications. This has involved handling announcements about the arrival of major investors such as car manufacturers Valeo and Gestamp; relocating Government agencies and the creation of new jobs in the area.

