

o influential

**Developing a real
estate voice with
real influence**

Smart and strategic multi-channel communications that leave nothing to chance

We are a leading independent PR, marketing and strategic communications consultancy for the built environment

We unlock the potential of real estate brands, projects, plans and development proposals

We are Influential



Built for real estate

Our team delivers impactful, bespoke communications campaigns for the property developers, investors, contractors, and consultants that are shaping the future of Britain's towns and cities.

Our experience spans development, construction, planning, architecture, design and engineering, alongside an extensive body of work in economic development. We support the progress of some of the UK's largest regeneration schemes.

We understand how to:

- enhance reputation and brand value
- build engagement with all audiences through relevant and compelling content
- articulate and share the positive impact of schemes with key audiences
- create and evidence support for contentious planning submissions
- reposition place-based brands
- leverage digital channels to drive calls to action





Chris Hulme | Director

Vast experience of media relations and thought leadership for some of the UK's largest developers, contractors and consultants. Chris has worked with some of the most exciting brands in real estate and heads our PR team. Has curated and delivered sell-out events at MIPIM and in UK core cities and leads impactful campaigns that bring to life the values, capability and achievements of our clients.



Chris Barry | PR Director

Chris has over 25 years' experience of the property sector. A former Business Editor at the Manchester Evening News and Managing Editor of TheBusinessDesk.com, his property credentials in PR include the launch of Bruntwood SciTech, General Projects' Electric Park, Peel L&P's game-changing golf-led development in Bolton, Hulton Park, and two of Manchester's largest and most significant developments, Mayfield and NOMA.



Pete Lappin | Director of Strategic Communications

Pete has 18 years' experience advising property brands on communications strategy, thought leadership and reputational threats. He has extensive experience in community and stakeholder engagement, creating advocacy and evidencing support for planning applications.



Laura Harris | PR Director

Laura has worked for leading property firms, including Bruntwood and Downing, securing high profile media coverage for schemes across the country. She is currently managing the PR for the UK's biggest co-living project, First Street in Manchester.



Sarah Gilmour | Account Director

Sarah manages high profile property clients including NOMA, which is delivering 4 million sq. ft of new offices and homes in Manchester. She also works with Liverpool-based developer and contractor Vermont and holds the central and southern briefs for Morgan Sindall Construction.



Tom Carlin | Account Director

Tom has worked with leading architects including BDP, Ryder Architecture and KKA. He currently holds the national and northern briefs for Morgan Sindall Construction and oversees national and local PR for Ainscough Crane Hire.

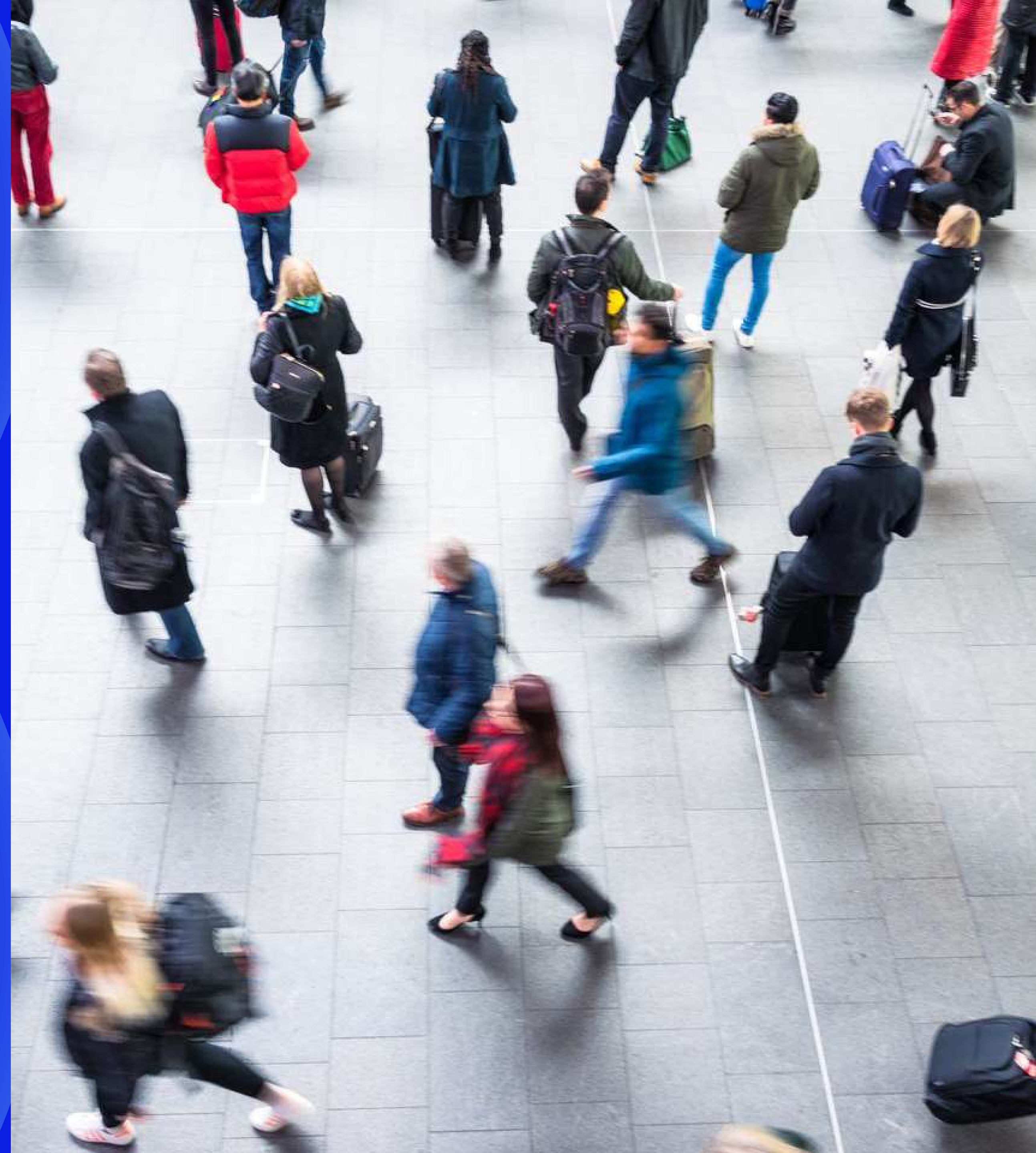


Gabriella Elia | Senior Account Executive

Gabriella works across a range of high profile developments around the UK and supports contractors and consultants from a wide range of disciplines within Real Estate.

**Real Estate
Specialists**

**Winning hearts
& minds**



CLIENT

Hulton Park for Peel Land & Property

Brief

Influential is the strategic communications advisor to Peel L&P, tasked with raising belief and support for its plans to restore Bolton's historic Hulton Park Estate into an international golf destination and potential Ryder Cup venue.

Strategy

Peel L&P's plans to restore the Hulton Park Estate are a potential game-changer for Greater Manchester, delivering around £250m of direct investment, creating over 1,000 jobs, promoting health and well-being, and putting Bolton on the international sporting map by attracting The Ryder Cup to the town. However, these benefits risked being overshadowed by a local planning dispute due to a small but highly vocal local opposition group. Influential was appointed to enliven a lacklustre public consultation with enhanced positive media attention and to recruit positive ambassadors for the project.

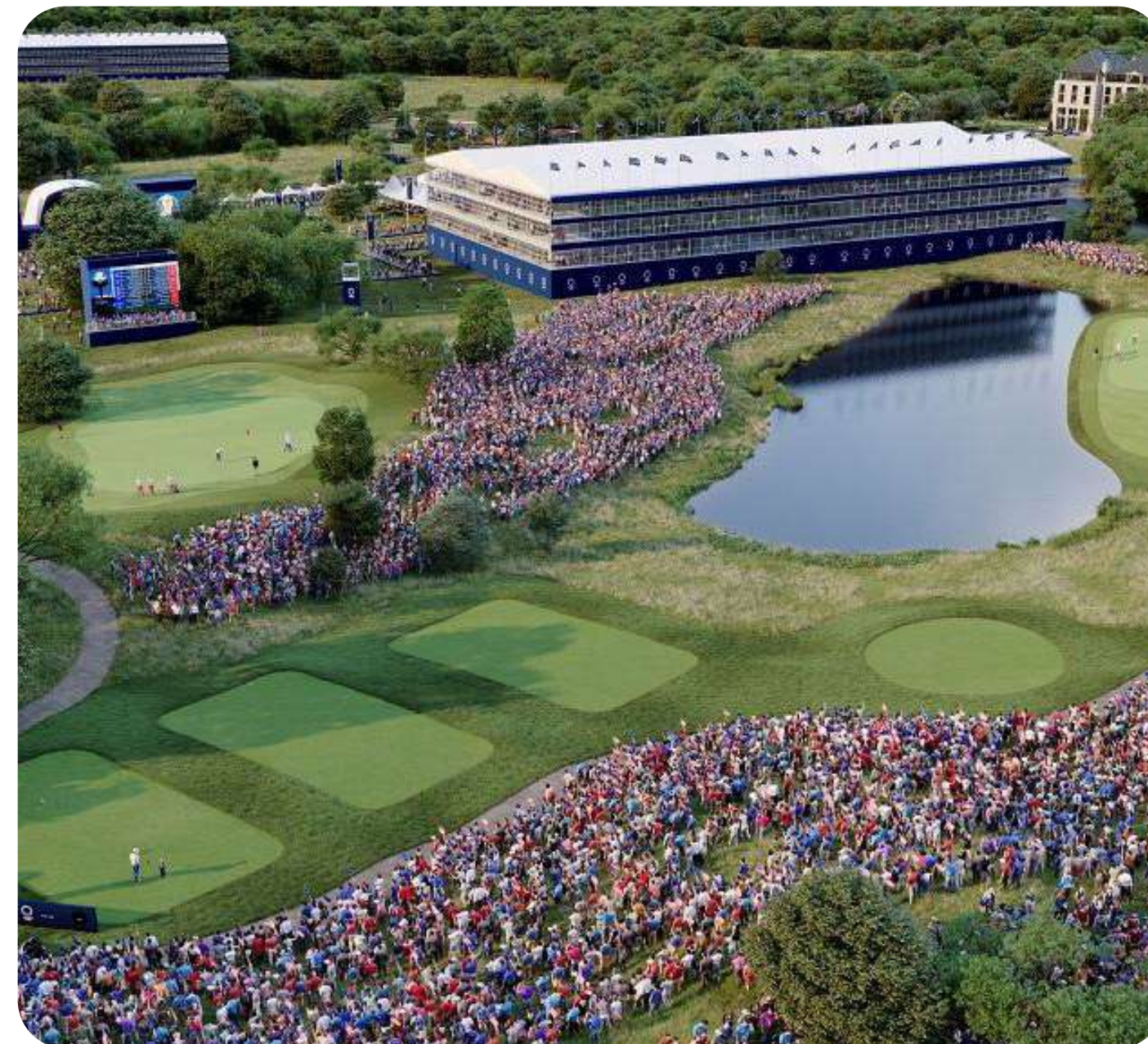


Solution

Through national, regional and broadcast media engagement we elevated the Hulton Park story from a focus on local planning issues to its rightful status as a major Levelling Up opportunity.

By engaging with economic, sport and tourism influencers, we amplified supportive voices to help articulate the scale of opportunity at Hulton Park – including YouTube golf sensation Rick Sheils, national disabled golf charities and Marketing Manchester.

By engaging and working with local community groups we supported Peel L&P to open the gates to Hulton Park for the first time in a generation. Hosting a range of sport, well-being and leisure events, served to showcase the estate's potential future as a green asset for Bolton.



Results

Our campaign reached more than 3 million people, generating 78 pieces of positive media coverage across national broadsheets, TV and radio and helping to recruit a range of high profile vocal supporters from the worlds of sport, higher education and economic development.

The scheme was granted planning permission in October 2022.

3,000,000
people reached
through campaign

78
pieces of positive media coverage across
national broadsheets, TV and radio

CLIENT

The People's Project for Everton FC

Brief

Everton Football Club enlisted Influential to deliver a comprehensive stakeholder engagement and public consultation campaign for The People's Project – its plans for a new stadium on Liverpool's waterfront and to regenerate Goodison Park.

Challenge

Our challenge was to create high awareness of the social, economic and heritage benefits of the proposals and demonstrate a groundswell of support, including from non-Everton fans and those without an interest in football.



Solution

Working with the Club's stadium development team and its planning consultant CBRE, we created a brand identity for The People's Project which would have universal appeal, within and outside of footballing circles.

Following detailed stakeholder mapping, we devised an engagement strategy across two phases of consultation. This included specific tactics to reach key political and civic stakeholders across the Liverpool City Region (LCR), heritage bodies and business groups.

The centrepiece of the campaign was an ambitious touring exhibition which took the consultation and an immersive VR experience of the new stadium directly to the public. Visiting 21 locations across LCR, including areas of high footfall, enabled us to reach non-football supporters and non-Everton fans, drawing in 18,000 people.

Digital channels were also key to reaching the general public.

A custom-built questionnaire was housed on a dedicated website which also acted as a central repository for the consultation exhibition material. Animated videos and other rich media conveyed key messages in an engaging way.

Alongside an email distribution, a carefully planned geo-targeted social media campaign allowed us to reach key audiences across LCR. We created a digital tool-kit of key consultation material for local businesses and community organisation to share via their own channels, helping to drive responses from their employees, customers and networks.

Software prevented people from submitting multiple responses and a telephone helpline allowed people to dictate their feedback.

Data analysis from each stage of the consultation created a platform to re-engage with key civic and political stakeholders with insights matched to their interests.

Results

The campaign generated an unprecedented 63,000 responses with 96% support for the plans. Crucially, more than 4,600 respondents described themselves as non-Everton supporters.

This level of engagement makes it one of, if not the, highest ever response to a commercial development consultation in the history of the city.

This project has drawn praise from leading experts in the fields of marketing, sports business and civic engagement. It was awarded the 'Best Property and Construction Campaign' at the Northern Marketing Awards 2019 and crowned the best example of Stakeholder Engagement in Planning at the prestigious Planning Awards 2020.

65,000
total responses

96%
support for the plans

4,600
respondents
described
themselves as non-
Everton supporters

CLIENT

LandsecU+I

Launching Manchester's first public park in 100 years

Brief

Manchester's Mayfield Park is the city centre's first new public park for 100 years and the first phase of the ambitious, £1.6bn regeneration of a gateway site next to the city's mainline Piccadilly Station. Influential has worked with regeneration specialist LandsecU+I – and the public-private Mayfield Partnership – on the Mayfield project since 2016, helping to take the plans from public consultation through to construction. In Autumn 2022 we were awarded the brief to launch the park to the public.



Challenge

Expectations among LandsecU+I's public sector partners and stakeholders were sky high for the opening of this major green asset. With a limited budget and zero advertising, creative PR tactics had to do the heavy lifting in letting the people of Manchester know about their new urban oasis.



Solution

We invited 100 school kids from each corner of the city to spend a morning in the park experiencing five activations designed to bring the key benefits of the Park to life in a visual and engaging way.

The kids took part in football drills on the Mayfield Lawn hosted by Manchester City FC, mindfulness sessions on the banks of the River Medlock, Yoga, a history tour and plenty of time to enjoy the park's huge play area – before they helped Cllr Bev Craig, leader of Manchester City Council, officially open the park to the public in front of a huge crowd of guests.

Journalists, bloggers and influencers were invited to capture the morning's activities and interview a team of ecology, construction and design experts from the Mayfield project team about the story of the park's creation.

Multiple live broadcasts from the site, across mainstream and social channels, meant that when the gates opened to the public that afternoon Mayfield Park welcomed a steady stream of enthusiastic visitors.

Results

More than 15 media organisations and a wide range of bloggers attended and created content throughout the morning event. In total, 18 TV and Radio broadcasts took place from the Park reaching a broadcast audience of 3.5 million. 75 pieces of positive media coverage were generated including articles in The Guardian, The i, and BBC Online. Content across Instagram and TikTok generated 50,000 engagements and over 1.3 million views.

1.3m + 50k
content views engagements

generated across Instagram and TikTok

3.5m
total broadcast audience

Testimonial from LandsecU+I

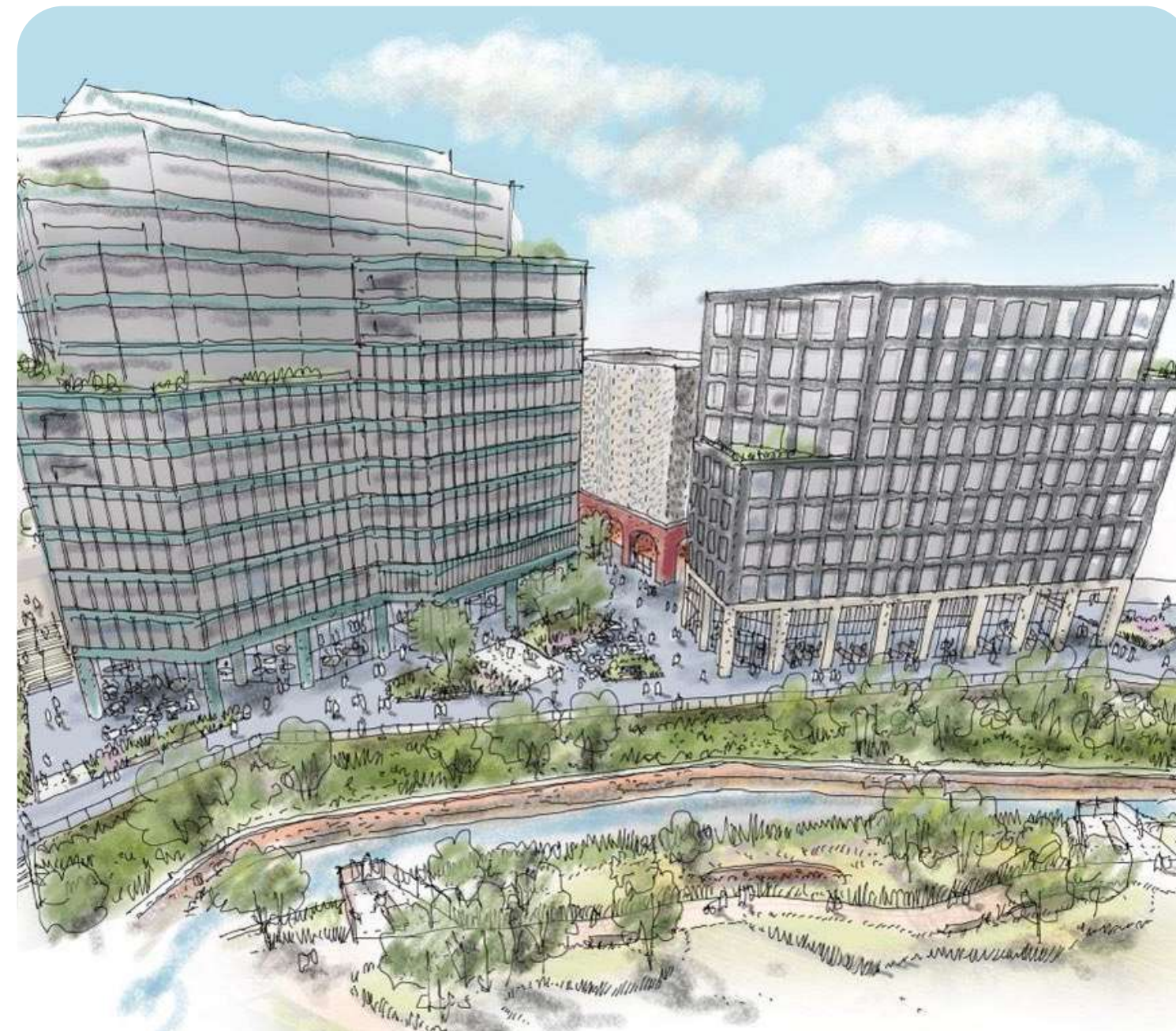
"We're proud to say that Influential have been with us since day one at Mayfield in Manchester. They were originally hired to manage all consultation, engagement, PR and profile building for Mayfield at the inception of the Mayfield Partnership in 2015. Since then, their team has been pivotal in building the project's fame across the UK as the blueprint for future urban regeneration. When we began to think about how we may celebrate the opening of Manchester's first new park for a century it was a no brainer for us that Influential would lead.

They gathered 100 children from schools across the city and mobilised the support of key cultural partners including Manchester City FC in the Community. A broad spectrum of media outlets including BBC, ITV and The Guardian were invited to see the first guests enter the park which led to fantastic coverage with over 100 stories published across TV, Radio and Digital. The team continue to work seamlessly with our partner organisations and agencies which is vital on large schemes.

The launch of Mayfield Park will go down as certainly one of the proudest days of my career, thank you Influential for helping us make it happen."

Sam Jarrett

Head of Marketing and Communications, LandsecU+I



Connecting with Stakeholders



CLIENT

Morgan Sindall Construction

Brief

Morgan Sindall Construction is one of the most admired businesses in its sector. The majority of the projects it delivers are for public sector customers, making local authority and council leadership and regeneration teams around the country its priority audience.



Our PR team has worked with Morgan Sindall Construction for over 12 years. We manage all day-to-day media relations activity but also curate and deliver a wide range of stakeholder engagement activities that include insight-led events and specialist reports aimed at public sector leaders.

Challenge

Getting beyond a reliance on a standard flow of news about construction milestones and Social Value outputs, we have focused on using content in other forms to engage directly with civic leaders and key stakeholders, including investors, developers, and universities.

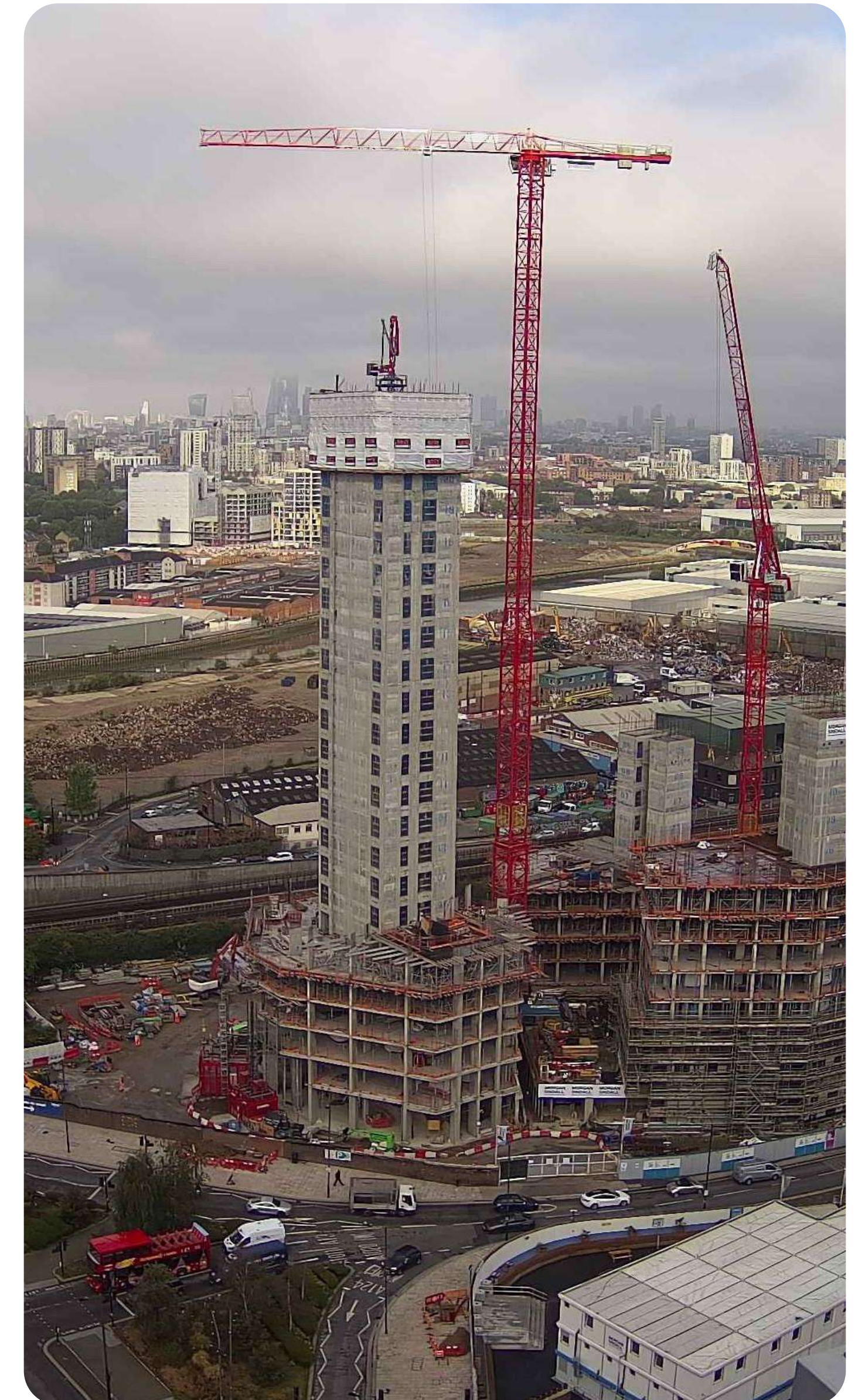
The objective is to position Morgan Sindall Construction as an active protagonist that can help unpack and overcome the challenges faced by regeneration leaders. We curate content that presents the business as a capable, secure and innovative partner for the public sector. In doing so, we also create content that allows local authority leaders to showcase what they have achieved and that activity brings their broader vision to life in positive ways.

Within these content projects we find ways of taking forward the message that Morgan Sindall Construction has increasingly set the pace in the modern construction agenda.



Solution

Our day-to-day PR activity is augmented with a range of signature content projects focused on public sector leaders. The objective is to get them in the room and participating in a discussion that is written up and published on Morgan Sindall's website and social channels. The main format we have used is roundtable debates and content based on commissioned research.



CLIENT
NOMA

Brief

The developer MEPC has created NOMA as a forward-thinking, mixed use city centre neighbourhood in Manchester. Our brief blends achieving positive engagement from all stakeholders along with PR activity that drives occupier interest in the commercial buildings at NOMA.

Our work needed to quickly align NOMA with Manchester's strategic objectives around low carbon development and make it part of the city's future-facing narrative as one of the best cities in the UK. Our PR campaign also needed to deliver quick wins while also speaking authentically about how NOMA can help Manchester attract innovative businesses to the city.



Challenge

In a highly competitive real estate market in Manchester and beyond, there was a need to turn up the volume for NOMA. We were tasked with rejuvenating interest and excitement about the site, as well as enhancing the profile Dan Hyde as development director for MEPC. We also worked to closely align NOMA with Greater Manchester's own objectives, ensuring the development is front of mind when city leaders promote the region.

Solution

With deep roots and connections in Manchester and an abundance of creative flair and story-telling in its DNA, Influential has created a consistent stream of engaging updates, media events and briefings, speaker opportunities and thought leadership opportunities to support MEPC in building its profile in the city, while driving engagement with key stakeholders and new occupiers for NOMA.

Influential has also co-created an insight-led panel event for NOMA on the Manchester stand at the MIPIM 2023 property convention exploring the needs and expectations of Generation Alpha.

Using a variety of PR tactics, Influential has positioned NOMA as a thriving, sustainable, vibrant, connected historic and dynamic pillar of Manchester, with its unique blend of heritage buildings and new net zero operational carbon commercial space.

1.27 million

estimated audience reach

117

pieces of media coverage in key regional and trade media



Raising Brand Profile



CLIENT

KKA

Brief

KKA is a Liverpool based practice founded over 70 years ago. In 2021, two young architects who had been with the business for over ten years – Kasia Borkowska and Chris Long – undertook a management buyout, becoming co-directors of the practice. Influential was appointed to undertake PR activity that would reflect KKA's ethos of being a historic practice with a fresh approach.

Challenge

Influential was tasked with positively launching the new ownership and mitigating the possibility of marketplace gossip about the business. Simultaneously, we had to update the perception of the practice and support KKA's new business aims by developing a public profile that reflected its track record. Combined, this approach would create a positive buzz internally and externally around the business.



Solution

Influential commissioned a staff photocall outside Liverpool's St George's Hall that reflected the young and dynamic nature of KKA's team. This accompanied an announcement about the practice's new co-directors and their ambitions, demonstrating KKA's values and expertise to its target audience of developers, local authority leaders and leisure operators.

After immersing ourselves in the business, we created a pipeline of stories and content which would ensure a consistent flow of positive updates and help to reset perceptions of the practice while creating opportunities for fresh engagement with potential customers.

Results

Through a campaign of PR activity – from staff profiles to project updates – we showcased KKA as a youthful practice with fresh insight and one that is strong on diversity and prepared to be brave. This was reflected in the Chris and Kasia's inclusion in North West Business Insider's Property Pioneers ranking.

Such positioning was run in tandem with a steady flow of project milestone stories relating to projects in Liverpool, Manchester and Bristol. We also developed profile for the directors as thought leaders in leisure and sport and promoting diversity across the industry.

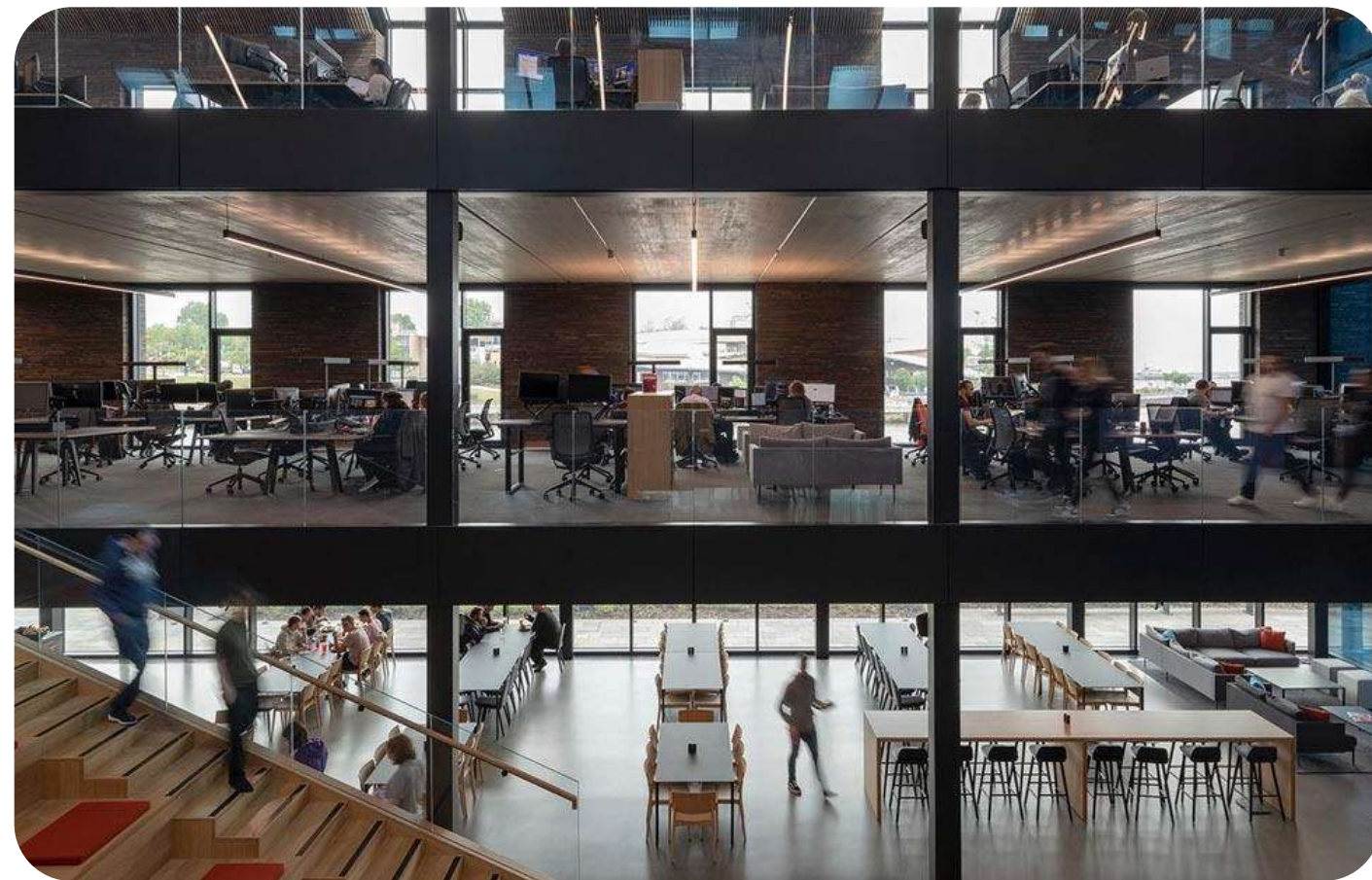


CLIENT

Ryder

Brief

Ryder Architecture is one of the UK's leading practices. Founded in Newcastle upon Tyne in 1953, it has offices across the country and internationally. In 2019, Influential was appointed to raise the profile of two recently completed projects – the Prince and Princess of Wales Hospice in Glasgow and Tombola House in Sunderland.



Challenge

Both projects had received strong publicity upon opening, but Ryder's work had not been given the prominence it deserved. Upon appointment, we arranged for an immersion session with the respective design teams for the two projects in order to uncover new details and insights that would allow us to provide media with fresh stories focused on Ryder's role.

Solution

Influential undertook activity that showcased how the completed buildings related to wider societal themes – how hospice care is changing to adapt to an increasingly aging population, and how to create attractive working environments in age where increased connectivity makes office based working less essential (a prescient theme in the year before the pandemic).

Throughout this activity Influential promoted Ryder Architecture as deeply knowledgeable about the importance of creating buildings that cater to changing ways of working and living and promote this quality to key decision makers in the healthcare, property and technology industries.

Results

Over the course of a nine month campaign, Influential secured a range of profiles of the two projects in key architectural titles, including Architects Journal, Building Design and RIBA Journal – successfully arranging for journalists from London based titles to visit the buildings in Glasgow and Sunderland.

Our messaging focused on how Ryder is responding to a changing society and also its commitment to innovation through its use of the Sengetun design model at the Prince and Princess of Wales Hospice in Glasgow. This was the first time it had been deployed in the UK, and our activity reflected how this trailblazing decision had a positive real life impact on the hospice users and their families.



We are part of a team that turns insights into strategic direction

- An award-winning, full-service marketing communications agency
- 30 consultants across strategic communications, consumer PR, research, creative and digital
- Experienced property and real estate team
- Bases in Manchester & Liverpool, with access to serviced offices around UK
- Clients across the UK



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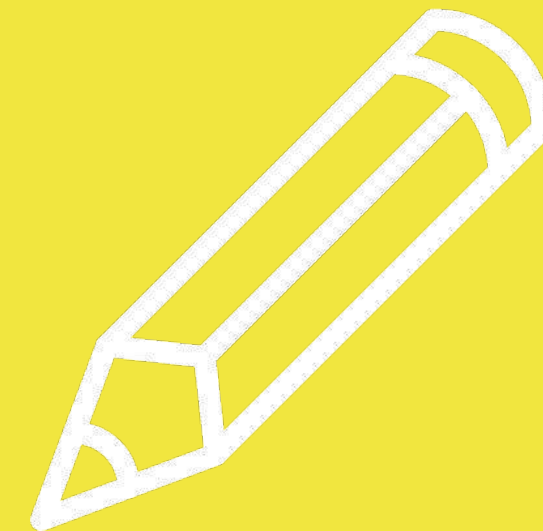
RESEARCH & INSIGHTS

We gather bespoke insights, from sentiment tracking & consumer research to product testing, to support a range of communications objectives.



PUBLIC RELATIONS

Our public, consumer and B2B PR teams deliver impactful and strategic communications campaigns for regional, national and global brands.



BRAND

Whether starting from scratch or breathing life into existing work that is no longer quite hitting the mark, we bring your values to the fore and make sure you stand out.



DIGITAL

We help you cut through the noise to deliver well-targeted strategies and campaigns that reach and engage your target audiences.

Contact details

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