



Downtown | In Business

| Public Affairs & Comms

Strategic. Incisive. Influential

I Naturally...

It's a natural fit – Downtown in Business providing tailored public affairs and comms support, not just to members, but also to a wider range of organisations.

With a strong presence in the North of England and the West Midlands, with offices in Liverpool, Lancashire, Manchester, Leeds, and Birmingham, and now establishing ourselves in London, we have the reach to help organisations across the country.

Senior counsel giving strategic advice, experts in communications and crisis management, graphic

designers, through to marketers and corporate affairs specialists, we have in-house and associate teams who do what comes naturally to them.

If you need a campaign to change opinion, help to improve government policies, or intelligence to support a development we can deliver for you.

It's only natural that you'd want to learn more, so please do get in touch.



Frank McKenna
Group Chairman & CEO
Downtown in Business



I Leadership

DIB public affairs and comms are directly led by Frank McKenna and Simon Danczuk. Between them they have several decades of experience in government, policy, politics, communications, and campaigning.



Totally Frank...

During his twelve years in politics Frank was the Deputy Leader of Lancashire County Council, the Chairman of economic development agency Lancashire Enterprises Ltd and the Leader of the North West Regional Assembly. He also served as a Parliamentary Assistant for seven years.

In 1999 he was described by leading business magazine Insider as “the most influential politician in the Northwest”, whilst the Financial Times referred to him as “Tony Blair’s man in the north.”

McKenna established Downtown in Business in 2003, named this year as one of the most influential business organisations in the country by the Sunday Times business team.

He sat on Economic Recovery Boards in 2020 in Liverpool and Manchester and is a member of business advisory groups engaging with Local Enterprise Partnerships across the Northern Powerhouse.



Simon says...

As a Member of Parliament, Simon sat on the Communities and Local Government Select Committee and was a Parliamentary Private Secretary in the shadow Business, Innovation and Skills team. He was a councillor on Blackburn with Darwen Council in the 1990s and co-founded award winning Vision Twentyone in 1999, a consultation and communications agency.

On winning political campaigner of the year, from the Political Studies Association in 2014, he was praised for “taking on extremely difficult and sensitive issues and dragging them into the light.” The following year, City AM’s Opinion column said: “Danczuk has taken on the British establishment and risked his own career by challenging it. He cannot be silenced or bought off. For that, he must be applauded.”

I Services



Intelligence

It's all about being prepared.

Knowing who the influencers and key decision-makers are, having a full understanding of the competition, what is the context in which this is happening? These, and more, are the questions, that need answering.

And it's not just knowing what information can be collected and from where. Most importantly, it's about how to interpret it – turning information into intelligence. This is what we excel at.

We provide:

- Stakeholder mapping.
- Scoping exercises.
- Media and political monitoring.
- Research and consultation methods.



Strategy

What are you trying to achieve?

Honing the aims and objectives, working through what constitutes an outcome is all about getting the strategy exactly right.

We've devised strategies on a whole host of topics, working with some of the brightest individuals and organisations around. And we bring that learning and experience to you.

We provide:

- Senior counsel.
- Strategy development.
- Project management.
- Positioning and messaging.
- Crisis management.



Campaigns

Establishing credibility, creating a sense of truth, winning people over.

We've won major awards for our campaigning, not just using big budgets, not with loads of advertising spend, but by simply using creativity, combined with hard work.

We provide:

- Campaign strategies and plans.
- Consultation and involvement exercises.
- Community and stakeholder engagement.
- Media and public relations support.
- Social media and online campaigns.
- Design, print and distribution.



Engagement

Connecting with stakeholders, whether it's the public, customers, politicians, policymakers, or media contacts – this is what public affairs is all about.

Our experience is grounded in speaking with real people. From knocking on thousands of doors to chat with voters, through to hosting business events and seminars, to running focus groups and citizens' juries, there are few who know how to engage better than us.

We provide:

- Public involvement events and programmes.
- Event and exhibition management.
- Political liaison, hosting, and conference support.
- Focus groups, surveys, consultation exercises.
- Online engagement and facilitation.



Communications

It's all about getting your message across.

We deliver the full range of communication methods and techniques, across all platforms, for every audience.

Whether it's writing content, developing your key messages and brand, promoting, and communicating what you want to say, or helping you deal with enquiries and requests, we have the expertise to deliver for you.

We provide:

- Media relations support for all eventualities.
- Writing and producing creative and impactful communications content for print, broadcast, and online channels.
- Corporate communications support.
- Profile building and thought leadership assistance.



Business development

People buy from people but only if they notice them.

Winning new work, or retaining it, is obviously important. Hours, days, weeks, and months can be spent pursuing opportunities in the wrong way.

Coming from business, and from our experience at Downtown, we know what works and what doesn't. From helping you position yourself or your business in the market, through to helping spot the opportunities, to preparing your submission to win the work, we are here to help.

We provide:

- Market positioning.
- Lead generation.
- Bid management.
- Bid development.
- Bid writing.



Training

*Instead of learning from your mistakes,
learn from us.*

Developing skills and knowledge in the areas in which we specialise can help build a legacy within your organisation, improve performance, reduce mistakes, and increase revenues.

We can deliver training around the whole range of subjects and services described in here.

We provide:

- Bespoke training events designed around your needs.
- Online training and modules specific to your requirements.
- Assessment, feedback, and analysis of learning needs and experiences.



I Case Studies



Emerging markets

This large international company wanted to use a major reconfiguration of its business to understand its markets more and identify opportunities. We delivered a detailed analysis of every country, against a variety of criteria, combined with internal data on sales and marketing. The findings provided intelligence on where their emerging markets are for the years ahead.



Smart cities bid

A new US based business wanted to respond to an invitation to tender from a major UK local authority. Over just a few weeks, we developed, wrote, and designed a substantial proposal, submitting it before deadline, and supported them in the shortlisting process.



Free and fair elections

An opposition political party, in a developing country, needed to do all it could to ensure their forthcoming General Election was free and fair. Commissioning us, we organised their approach to UK politics, encouraging Parliamentary Questions, keeping politicians regularly informed, and briefing those with an interest.



All-Party Parliamentary Groups (APPGs)

Downtown in Business has been commissioned by private companies and public sector agencies to support a number of APPGs and act as the secretariat. We recruit parliamentarians, help identify and research issues, host events inside and outside Westminster and raise the profile of the Groups in the media and to the wider community.



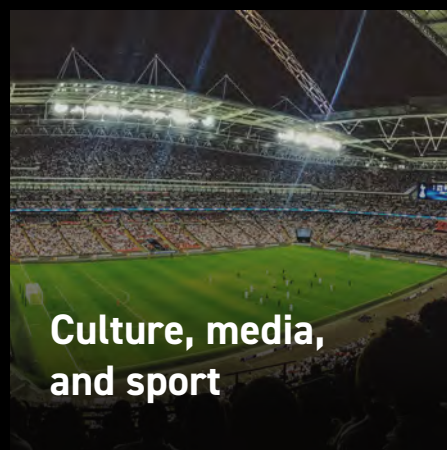
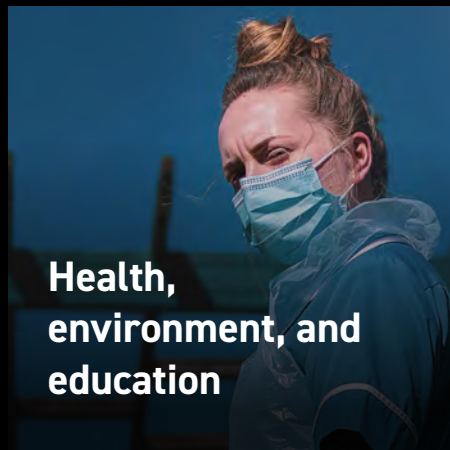
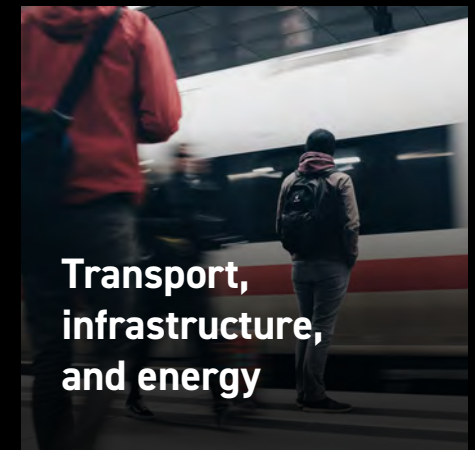
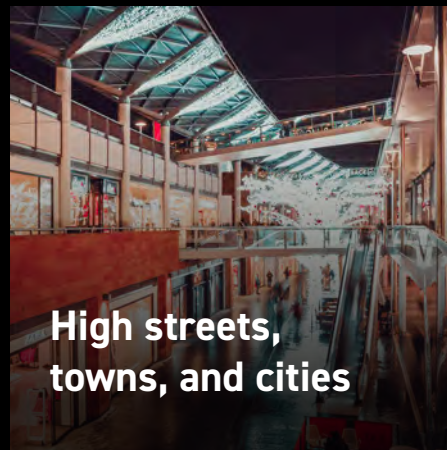
Education, Education, Education

An FE institution wanted to enhance its reputation with local decision-makers and stakeholders, whilst improving its engagement with the business community.

We supported them by developing a comprehensive communications strategy,

organising and hosting a series of events with leading regional and national politicians and securing places on key policy making boards for members of its senior management team.

I Sectors



I Get in touch

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