

Project Documentation - Initial Project Proposal Document

Project: Developing a Place Brand Strategy for the District

Author: Tania Murphy, Divisional Manager – Place, Laurence Foord, Divisional Manager – Communications, Licensing & Events

1. Purpose of Document

The purpose of this document is to set out the project to develop a Place Brand Strategy for the District.

2. Project Description

This project will develop a competitive Place Brand Strategy, narrative and identity for the District which will provide a distinctive visual identity, that all partners, including the main rural and coastal areas could use to sit alongside their identities in order to promote the area in a co-ordinated and consistent manner.

3 Background

It has been recognised by the Chichester city Vision Steering Group and other vision meetings that there is currently no 'Place Brand' within the district and that the development of this could provide a strong narrative that sums up the key elements of place – which include location, culture, history, future aspirations and community – all of which are supported by a coherent and professional visual identity. It is anticipated that any Place Brand would help to successfully tell the story of the place.

It is proposed that consultants are invited to assist with engaging with partners to develop a place brand strategy, narrative and distinctive visual identity that all partners, including the main rural and coastal areas could utilise to sit alongside their identities together with a co-ordinated marketing action plan.

4 Outcomes to be Achieved

- Promotion of the district - its city and towns - as a visitor destination
- Attracting new businesses and inward investment
- Attracting new people/families to live in the area
- Promoting pride in the area by residents
- Encouragement of local people to spend more time and money in the area
- Assist with the creation of jobs and further opportunities for residents,
- Support local businesses and the visitor economy
- Help to provide a vibrant local cultural offer
- Assist with improving the reputation of the area
- Stronger partnership working across the district to consistently promote the area.

5 Timescales

It is anticipated that this work will be completed by March 2020, but with a set of principles and a Place Brand Strategy and identity can be utilised for a minimum period of five years.

Anticipated process (as per the Local Government Association's recommendation) will include the following steps:

1. Partners to establish the objectives for the Place Branding project.
2. Ownership, Governance and Budget – project group set up, budget agreed.
3. Definition of the area for branding.
4. Research – seek external perspectives to ensure brand has relevance and authenticity. Involve quantitative and qualitative research (i.e. consultation and focus groups). Include questions relating to whether residents feel proud to say they live in the area, how businesses feel about the future, explore positive and negative associations and how visitors feel about the area. This stage will include consideration of previous consultations and exploration of what research has been undertaken by partners.
5. Determine how the Place Brand will be delivered – i.e. engage consultants.
6. Place Brand Building – two elements – (i) agree what the story of the place is – informed by research. This will encapsulate the strengths of the place and shared aspiration for the future. (ii) develop visual identity – i.e. brand assets such as colour palettes, logos, fonts, etc.
7. Development of Place Products which could include signage, website, promotion, film, place brochure.
8. Use the Brand – a minimum of five years – ensure partners exploit opportunities and develop a strategy for use.
9. Evaluation – test the impact of the brand, use of focus groups, research, investigate business footfall. Consider whether the brand has helped to increase inward investment.

6 Project Costs and Resources

Costs (£)		Source
One-Off	£50,000 (estimate) professional fees	Reserves Potential for partner funding
Revenue		
Savings		
Services to be involved in the project delivery	Place, Communication, Licensing and Events, Property and Growth, Cultural Services, plus the appointment of external consultants.	

7. Benefits vs. Cost

The district will benefit from a consistent and coherent narrative of Place.

8. Identify Risks

The potential that no consensus is reached of the most appropriate Place Brand for the area.