

Chichester District Council

THE CABINET

5 October 2021

Place Brand Strategy

1. Contacts

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2. Recommendations

2.1. That Cabinet considers the report outlining the background to the potential development of a Place Brand Strategy for the District.

2.2. That Cabinet notes that the proposals contained within the report are to be considered within the context of the Councils Future Services Framework priority setting exercise after which projects will be reported back to Cabinet as appropriate for further consideration.

3. Background

3.1. At the request of the Chairman, at its meeting in June 2021, Overview and Scrutiny Committee (OSC) considered the potential for a Place Branding Strategy to be developed for Chichester District. The committee resolved a recommendation would go to Cabinet that a comprehensive Place Branding and District Identity Plan that includes Place, Businesses, the built and natural environment and community should be produced by a specialist company for the District as soon as possible. Cabinet, at its July 2021 meeting considered the OSC recommendation and approved that officers should produce a report on the proposal for the October 2021 Cabinet. Cabinet further requested that the report should take into account the existing District wide brands including The Great Sussex Way to attract tourists and Invest Chichester to attract new businesses to the District. It should also catalogue the other promotional brands in the District, including Visit Midhurst and Destination Selsey and identify any gaps in branding of the district, the city and the rural towns. The report should also provide an estimate of the costs and benefits of developing a new brand and identity plan for the District.

- 3.2. Branding is a concept that has been increasingly transferred from products and services and applied to retail districts, shopping centres, business improvement districts, town centres, districts and regions. There is currently no 'Place Making Brand' for the whole district; however there are a number of existing strong brands across the district.
- 3.3. The development of a place making brand would focus on a clear identity for the district – not the council - and a key aspect of this work would need to involve residents, businesses and partners in its development. Commissioning branding expertise would assist with developing an overall place branding strategy and 'shared story' as a way to describe what is special and different about our district.
- 3.4. A Place Brand Strategy would enable the development of a distinctive identity which could be developed and harnessed by partners from across the district and would include wider considerations to reflect elements such as community, tourism, the built and natural environment and the unique characteristics of the district.
- 3.5. Appendix 1 sets out the costs, benefits, challenges and a consideration of the brands which are already within Chichester District.

4. Outcomes to be Achieved

- 4.1 To note the background work to date on the place brand project and to agree a way forward regarding any future requirements for place branding.

5. Proposal

- 5.1 That Members consider the background report at Appendix 1 within the context of the Council's Future Services Framework priority setting exercise after which projects will be reported back to Cabinet as appropriate for further consideration.

6. Alternatives Considered

- 6.1 Do nothing, however this would not meet with the Cabinet resolution.

7. Resource and Legal Implications

- 7.1. If Members agreed to support a place branding project then additional funding will be required as indicated in the report to cover the costs of the consultant work. In addition to this there would be a requirement for staffing resources to be considered to ensure that these are adequate to deliver and monitor the develop of the Place Brand Strategy.

8. Consultation

- 8.1. Should a Place Brand Strategy be developed it is proposed that there is a consultation exercise undertaken to ensure that this is fully agreed by partners. Partners from within the district have been contacted to seek opinion relating to the potential for development of a Place Brand Strategy and the results of this consultation is included within Appendix 1.

9. Community Impact and Corporate Risks

- 9.1. The development of a Place Brand Strategy could increase visitor numbers and encourage additional business to locate within the district; however there are risks associated with partners not signing up to and agreeing the Place Brand Strategy going forward.

10. Other Implications

	Yes	No
Crime and Disorder		X
Climate Change and Biodiversity		X
Human Rights and Equality Impact		X
Safeguarding and Early Help		X
General Data Protection Regulations (GDPR)		X
Health and Wellbeing		X
Other		

11. Appendices

- 11.1 Appendix 1 – Developing a Place Brand Strategy for Chichester District

12. Background Papers

- 12.1 None