

Report To:	CABINET	Date:	26 NOVEMBER 2018
Heading:	PLACE ENHANCEMENT 'DISCOVER ASHFIELD'		
Portfolio Holder:	COUNCILLOR JASON ZADROZNY - LEADER OF THE COUNCIL AND COUNCILLOR TOM HOLLIS – DEPUTY LEADER OF THE COUNCIL (INWARD FOCUS)		
Ward/s:	ALL		
Key Decision:	YES		
Subject to Call-In:	YES		

Purpose of Report

The new Administration has identified and prioritised the economy, community pride and aspiration as key areas for improvement. This Report updates Cabinet on the delivery of the key projects, programmes and initiatives within the Place Leadership agenda, as set out in the Corporate Plan (2016-2019)

Recommendation(s)

- 1) Cabinet is recommended to endorse the contents of this report and the further development of the Ashfield Place Leadership programme.**

Reasons for Recommendation(s)

The Council's Corporate Plan has made a commitment to the Place and Economic theme to:

- Enhance the identity and brand for Ashfield; so it is cherished by those who live or work here, desirable to those who visit, and attractive to those who bring jobs and investment;
- Raise the profile of Ashfield as a place where people want to visit and spend their time enjoying themselves.

In order to build on the work to date, this report is to update Cabinet on the delivery of the key projects and initiatives within the Place Enhancement Programme.

Alternative Options Considered

Do nothing: Not recommended for a number of reasons. The insight work carried out to date in conjunction with public, private and voluntary sector stakeholders has allowed the Council to increase understanding of the District by creating the 'Ashfield Story' and future requirements.

The 'Ashfield Story' will be central to the successful delivery of the Place Leadership Programme objectives set out within the Corporate Plan (2016-2019).

Detailed Information

1. Programme delivery

The Council identified an aspiration for "Place Enhancement" in the Corporate Plan (2016-2019), making Ashfield a location and destination of choice for business and visitors and a desirable place to live for all residents.

One of the key projects in the Place Enhancement Programme is to develop a Place Plan to capture and develop Ashfield's unique character to those that live, work and visit.

A wide range of stakeholders and partners have been involved, helping to better understand the 'Ashfield Story'; identifying what makes the area distinctive, so that we can create a compelling offer, encouraging inward investment and building community pride.

The stakeholder/partners' desire was to see efforts unified to maximise the impact in helping Ashfield prosper. It has been a very interesting and insightful journey and in particular, we have been struck by the level of passion and ambition for Ashfield.

In order to turn the story into reality and build on the early positive momentum, the Ashfield Place Board was established.

2. Ashfield Place Board

The Ashfield Board has been working on developing and delivering the Place Plan. The Board has a clear purpose: 'To work together to create an Ashfield that people are proud to live in, want to visit, and business want to invest'. The independent Chair of the Ashfield Board is local business leader Martin Rigley MBE, Managing Director, Lindhurst Engineering.

The objectives of the Board are:

- To promote Ashfield in a positive manner;
- To create pride and aspirations in our communities;
- To improve the vibrancy of the town centres within Ashfield;
- To encourage and promote inward investment;
- To support tourism and the visitor economy in the Ashfield area.

The Board has a number of sub groups that are responsible for implementing the Plan. The Marketing Sub group was tasked with developing and defining the Brand.

3. The Brand

In order to define the Ashfield Brand a specialist company Three Rooms (based in Nottingham) was appointed. Three Rooms were tasked with creating an aspiring and

authentic brand to resonate with different audiences within Ashfield, in order to help invigorate the area, raise its profile, boost growth and increase the sense of pride in the community. The scope of the work included:

Defining the Brand – Identifying the Definition, Structure and Discovery (DNA), through various workshops and consultancy with key partners and stakeholders;

Defining Brand Architecture – Creating the name, logo, sub-brands, core messages and individual audience messages.

3.1 Defining the Brand 'Discover Ashfield'

Defining the DNA was the first step, various workshops and consultancy with key partners and stakeholders took place. The key messages that came out were:

Positive, aspirational and forward looking: Dispel negativity about the area and its perception, Ashfield has great potential. Looking back won't help but a concerted effort and positive attitude will bring future benefits for everyone.

An area of great potential: Ashfield has everything a place needs to be great. Untapped potential in people, it has an available workforce and network. Lots of space for expansion.

Achievable and authentic: Resonate with local residents and businesses, to get a balance between making unrealistic claims and limiting the ambition and potential. Getting local businesses and residents on board will lead to a more convincing, desirable place for all.

Be bold, vibrant, distinctive: Make a 'quiet voice' louder, this is Ashfield's chance to 'become better', take more pride in the area, raising awareness of what we already have and what is possible in the future. Present our distinctive personality to the world.

3.2 Defining the Brand Architecture

The 'Ashfield A'

From the development work, a number of potential names were considered with 'Discover Ashfield' chosen as an effective brand for promoting the District to residents, visitors and business. The logo known as the 'Ashfield A' is a strong, recognisable and unique icon derived from places and the heritage of the District.

The Discover Ashfield brand is centred on the exciting things there are to uncover and discover in Ashfield:



Illustrations

As part of the brand identity system a series bespoke illustrations have been created. There is an illustration for Hucknall, Kirkby, Sutton, the Rural areas, and an overarching collective illustration for Ashfield (which uses elements from all the illustrations). These illustrations are a primary feature of the brand and are used across a wide variety of different marketing materials bringing pride to what Ashfield has to offer.

Each of the five individual illustrations contain many different points of interest that reflect their different areas. Each time an illustration is used across marketing materials it reveals a small section, this means that different sections of the same illustration can be used to reveal different parts of that area keeping the excitement and intrigue.

Ashfield illustration, combining landmarks from the four areas:



Example of one of the illustration (Hucknall):



Badges

A collection of four badges have been created to aid awareness on Discover Ashfield Projects. They have been created to champion four different projects aimed at four different audiences. These audience groups make up all the individuals who live, work and enjoy Ashfield:

- Visitors and tourism '**More to Discover**'
- Residents '**Love where you live**'
- Fitness & Wellbeing '**Places to enjoy**'
- Business and investment '**Succeed in Ashfield**



Examples of branding in use:



4. Next steps

The Discover Ashfield Board is implementing the following key actions from the Place Plan:

Discover Ashfield Launch

Weeks commencing 19th and 26th November 2018 to launch in the CHAD newspaper (21st November 2018), business launch at Mansfield and Ashfield 2020 breakfast meeting (22nd November 2018), community and visitor launch at Small Business Saturday events in Hucknall, Kirkby and Sutton (1st December 2018) and at Christmas festival events. The new website will also be launched at events.

Town Teams

The Council is working with partners in the three towns to establish an effective team, and a list of draft actions has been produced. Public consultation at recent events has supported the process, by identifying resident and visitor priorities

Ambassador Programme

To have a cohort of ambassadors from a cross section including business, visitor and community leaders who actively promote Ashfield. A role description is currently being developed with promotion of the scheme commencing in November 2018.

Refresh the Town Centre Masterplans

To establish a new vision for each of the three main town centres, work has commenced on the refresh of the Sutton Masterplan, with completion due in 2019.

Explore the feasibility of a Business Improvement District (BID)

Initial research has been completed for a potential District wide bid and outline feasibility work is due to be commissioned from a consultant. This work will consider what impact a BID could have on the District and identify potential support.

To utilise the learning

The Place Leadership work to realign and reinvigorate inward investment promotion, working closely with local businesses and regional partners.

Implications

Corporate Plan

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Legal:

None for this report.

Finance:

Budget Area	Implication
General Fund – Revenue Budget	None for this report
General Fund – Capital Programme	None for this report
Housing Revenue Account – Revenue Budget	None for this report
Housing Revenue Account – Capital Programme	None for this report

Risk:

Risk	Mitigation
None identified	Not applicable

Human Resources:

No HR issues have been identified through this report.

Union GMB

Fully support this report

Equalities:

No equality issues have been identified through this report.

Other Implications:

Communications: ADC Comms team will be fully involved in the roll out of the programme.

Reason(s) for Urgency

Not applicable

Reason(s) for Exemption

Not applicable

Background Papers

Cabinet: Place Leadership 13th October 2016

Cabinet: Place Leadership 9th July 2018

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