



EAST STAFFORDSHIRE BOROUGH COUNCIL

REPORT COVER SHEET

Title of Report:	Place Brand narrative and marketing approach for Burton upon Trent]	To be marked with an 'X' by Democratic Services after report has been presented
Meeting of:	Corporate Management Team [18 January 2023]	X
	Leader and Deputy Leaders [24 January 2023]	X
	Leader's / Leader of the Opposition's Advisory Group / Independent Alliance Advisory [2February 2023]	X
	Cabinet [14 February 2023]	



Is this an Executive Decision:	[YES]	Is this a Key Decision:	[NO]
Is this in the Forward Plan:	[YES]	Is the Report Confidential: If so, please state relevant paragraph from Schedule 12A LGA 1972:	[NO] []

Essential Signatories:

ALL REPORTS MUST BE IN THE NAME OF A HEAD OF SERVICE

Monitoring Officer: **John Teasdale**

Date Signature

Chief Finance Officer: **Sal Khan**

Date Signature

EAST STAFFORDSHIRE BOROUGH COUNCIL

Report to Cabinet

Date: [14th Feb 2023]

REPORT TITLE: [Place Brand narrative and marketing approach for
Burton upon Trent]

PORTFOLIO: [Leader of the Council and Economic Growth
]

HEAD OF SERVICE: [Thomas Deery]

CONTACT OFFICER: [Kelly Kerr-Delworth] Ext. No. x1625]

WARD(S) AFFECTED: [Burton Wards

1. Purpose of the Report

- 1.1. To provide an update on the Place Narrative work commissioned earlier in the year as part of Corporate Plan target CR34.

2. Background

- 2.1. In reference to a corporate target to commission an organisation to deliver a Place Branding exercise for Burton upon Trent, Thinking Place was commissioned in June 2022. The rationale of using Thinking Place was to link the Burton upon Trent story into Staffordshire County Council's own place branding work which Thinking Place has undertaken, helping to complement and be aligned to the County branding and not conflicting with it.

3. Contribution to Corporate Priorities

- 3.1. This report contributes to the Corporate Priority of Community Regeneration and the Corporate Plan target CR34.

4. Place Narrative update

- 4.1. The Place Narrative project was commissioned in June 2022 and awarded to Thinking Place.

- 4.2. The purpose of the work is to re-position the brand of Burton upon Trent through a Place Based approach that will provide focus for the attraction of inward investment, tourism, business start-ups, people to work in the town and business retention.
- 4.3. The work is still ongoing in line with the agreed timetable and Thinking Place's involvement will continue until June 2023 through supplementary activity around the promotion of the Burton upon Trent story.

Rationale

- 4.4. The main rationale for the work was as follows:
- 4.5. Burton upon Trent has a strong asset base and this needs to be translated into a 'story' and to use these assets to help brand the town.
- 4.6. Burton upon Trent has the opportunity and momentum created by investment from Towns Fund and other programmes, putting a focus on the place and giving it the chance to bring forward important developments.
- 4.7. This area benefits from considerable and significant assets which aren't necessarily known about or associated with Burton upon Trent *and the surrounding area*; the National Football Centre, National Memorial Arboretum, National Forest, Molson Coors, Marstons, Marmite, etc; they need linking to the place story for Burton upon Trent. Of course some of these lie outside of Burton and even the Borough but the work sought to acknowledge and utilise these assets within the place branding exercise, for example using them within marketing materials to sell the town to inward investors or to attract tourists.
- 4.8. By creating a forward looking story for the place there is the opportunity to widen place leadership and create Ambassadors for Burton upon Trent producing additional resource from recognised local influencers to tell and sell the place story.
- 4.9. The journey of engaging stakeholders connected and reconnected businesses and other organisations with the place so their efforts and initiatives can be lined up in support of the wider place story.
- 4.10. Given the focus and resources Staffordshire are putting behind their place brand and the success they are having in its implementation it was felt this was good timing for Burton upon Trent to do something similar, as the Council takes forward various regeneration initiatives in the town.

Stages of work

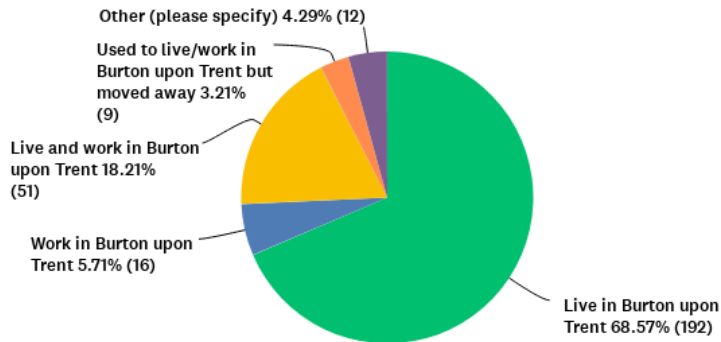
- 4.11. The work to date has involved the following stages:
 - The development and delivery of a programme of community and stakeholder engagement.

- The development of a place narrative.

The development and delivery of a programme of community and stakeholder engagement involved:

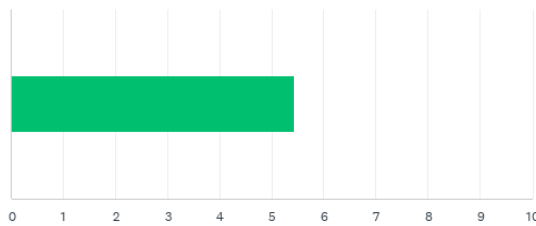
- 4.12. “Place conversations”: a range of 1 to 1 interviews with 48 stakeholders (list attached as *Appendix 1*)
- 4.13. Focus groups with 32 consultees as follows:
 - East Staffordshire Council Members
 - Education – Paulet High School & Blessed Robert Sutton Catholic Voluntary Academy
 - Town Centre Businesses.
- 4.14. A steering group convened of key local stakeholders to oversee and help to inform the development of the Narrative. The membership of this group is provided at *Appendix 2*.
- 4.15. The development and delivery of an online survey. This was open to the public and promoted to the Burton upon Trent community and beyond, it had 280 responses. Some of the key findings are shown within this section.

Q1 First of all, what is your association with Burton upon Trent? (please tick one)



4.16.

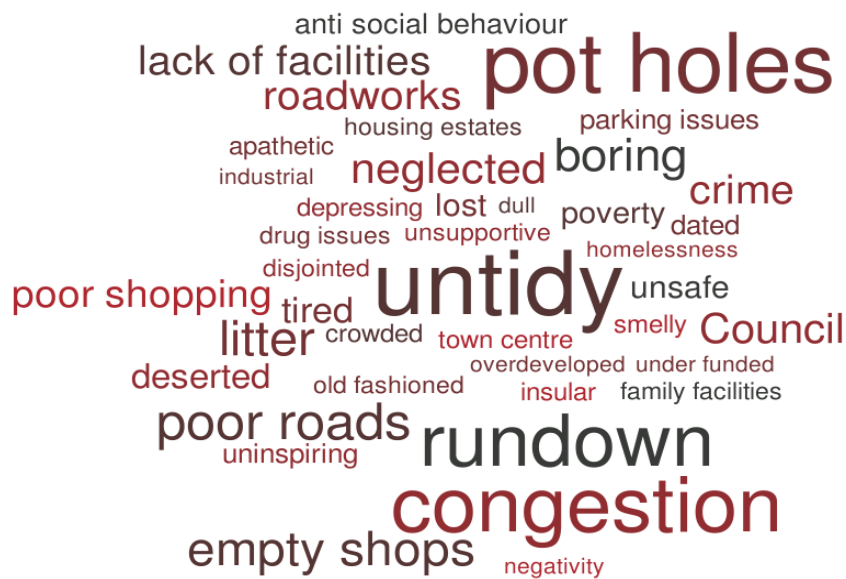
Q2 What is your overall view of Burton upon Trent, where 1 is very negative and 10 is very positive?



Three positive words to describe Burton upon Trent (the bigger the word, the more it was repeated)



Three negative words to describe Burton Trent



4.17 The next stage was the development of a Narrative. From evidence gathered through the research and engagement stage, Thinking Place wrote the place narrative which is designed for stakeholders, not customers, enabling them to own and relate the narrative in a way that is relevant to them or their organisation. This includes the Council in terms of how it can use the narrative to support its wider marketing activities.

The Narrative is attached as *Appendix 3*.

4.18 A further aspect of the work involved the design and development of “visual language and a visual identity” for Burton upon Trent based on the place narrative. The idea is that this helps to communicate the place narrative and is designed for use by stakeholders in a way that doesn’t conflict with their own branding.

4.19 For East Staffordshire Borough Council this could help to brand the work around the High Street project and tourism initiatives. Examples given of how this could be used include providing banners across St Peter’s bridge showing the artwork for example making it clear to people that they are in Burton upon Trent and showcasing some of the key assets (images of business, the Washlands, shopping etc). The visual language can be linked into ESBC’s marketing strategy, and connect to various stakeholders if they own the visual language and work it into their own branding exercises. This can help give the town a clear, linked up identity recognised by visitors to Burton upon Trent. The Council’s Marketing Officer has been heavily involved in this project and is already looking at how this can be reflected in the proposed tourism website. Examples of the Visual Language is attached within *Appendix 4*.

Next Steps

- 4.20 The development of a Burton upon Trent storybook. A document that is designed to be both informing and inspiring that relates the new story of the area for stakeholders. The intention is for this to be provided to stakeholders, including potential investors to the Borough. This is currently being printed.
- 4.21 A launch of the Place Branding exercise is planned for 2nd March 2023. This is intended to help market Burton upon Trent to a wide audience of potential businesses (encouraging them to move into the town), people who might be looking to live and work in the town, visitors to the town and existing businesses to encourage them to stay and grow in Burton upon Trent. Copies of the Storybook will be available for attendees to take away at the launch event and can be used at other investment events the Council partners, such as the UK Retail Estate Investment & Infrastructure forum (UKREiiF) and MIPIM, the international market for real estate. Also Lets do Business in Uttoxeter where local businesses and stakeholders come to network. Again this will be an opportunity to 'sell' Burton upon Trent to businesses from outside of the area.
- 4.22 Following the official launch, Thinking Place will support the Council in establishing a Place Board to take the work forward, consisting of key local stakeholders. Consideration will be given to how this links in with the local tourism partnership and whether the two can operate hand in hand.
- 4.23 A decision will be made following the launch on how East Staffordshire Borough Council can take the work forward through its tourism, enterprise and arts & culture services. The narrative produced by Thinking Place can also be used by ESBC to inform future funding bids, press releases, articles produced for the ESBC website in relation to, for example, inward investment and tourism.
- 4.24 Thinking Place will be involved in the work for a further 6 months to help bed-in the work. This will include setting up Ambassador events to encourage key local stakeholders to help share the message of the new place narrative.
- 4.25 It will be important to be mindful of how success can be measured following the launch and implementation of the Place Branding work. We are working with Staffordshire County to understand how they are measuring success of their Place Branding work and will look to replicate best practice from here and other areas.

5. Financial Considerations

- 5.1. There are no direct financial issues arising from this Report.

6. Risk Assessment and Management

- 6.1. The main risks to this Report and the Council achieving its objectives are as follows:

6.2. **Positive** (Opportunities/Benefits):

6.2.1. A new narrative is produced for Burton upon Trent, helping to encourage tourism and inward investment into the town, and also encouraging people to live and work in Burton upon Trent.

6.2.2. A new branding exercise that can be used to help brand the various regeneration projects planned for Burton upon Trent (Towns Fund and UKSPF).

6.2.3. An opportunity to link to the County's Place Branding exercise, linking into their findings and lessons learned.

6.2.4. An opportunity for ESBC to work closely with key stakeholders and to strengthen relationships.

6.3. **Negative** (Threats):

6.3.1. The place branding work will need to be updated in the future as the town changes in order to prevent it becoming out-of-date.

6.4. The risks do not need to be entered in the Risk Register. Any financial implications to mitigate against these risks are considered above.

7. **Legal Considerations**

7.1. There are no significant legal issues arising from this Report.

8. **Equalities and Health**

8.1. **Equality impacts:** The subject of this Report is not a policy, strategy, function or service that is new or being revised. An equality and health impact assessment is not required.

8.2. **Health impacts:** The outcome of the health screening question does not require a full Health Impact Assessment to be completed. An equality and health impact assessment is not required.

9. **Data Protection Implications – Data Protection Impact Assessment (DPIA)**

10.1. A DPIA must be completed where there are plans to:

- use systematic and extensive profiling with significant effects;
- process special category or criminal offence data on a large scale; or
- systematically monitor publicly accessible places on a large scale
- use new technologies;
- use profiling or special category data to decide on access to services;
- profile individuals on a large scale;
- process biometric data;

- process genetic data;
- match data or combine datasets from different sources;
- collect personal data from a source other than the individual without providing them with a privacy notice ('invisible processing');
- track individuals' location or behaviour;
- profile children or target marketing or online services at them; or
- process data that might endanger the individual's physical health or safety in the event of a security breach

10.2 Following consideration of the above, there are no Data Protection implications arising from this report which would require a DPIA.

10. **Human Rights**

10.1. There are no Human Rights issues arising from this Report.

11. **Sustainability** (including climate change and change adaptation measures)

11.1. Does the proposal result in an overall positive effect in terms of sustainability (including climate change and change adaptation measures) NA

12. **Recommendation**

12.1. For Cabinet to endorse the report.

13. **Appendices**

Appendix 1	Stakeholder list
Appendix 2	Steering Group membership
Appendix 3	Place Narrative
Appendix 4	Place Branding Visuals