

CABINET

19th January 2011

THE MARKETING OF BROMSGROVE

Relevant Portfolio Holder	Cllr R Hollingworth
Relevant Head of Service	John Staniland
Non Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 The creation of a Bromsgrove 'identity' and 'product' in relation to the Economic Development of the District of Bromsgrove and the Regeneration of Bromsgrove Town Centre.
- 1.2 The implementation of a Marketing Campaign to promote Bromsgrove to Investors, Developers, Retailers, Businesses, Shoppers, Visitors and Residents.
- 1.3 The creation of a Bromsgrove 'shop window' web-site and investment prospectus'.

2. RECOMMENDATIONS

- 2.1 **Cabinet are asked to recommend to Full Council the approval of:**
- 2.2 **A commitment to invest £20,000 to fund the marketing of Bromsgrove Town Centre and the wider District.**

3. BACKGROUND

- 3.1 The Economic Development Theme Group of the Local Strategic Partnership has identified the need for a Marketing Campaign for Bromsgrove as a strategic priority for the economic development of the District. This is because:
 - Increasing Inward Investment has been identified as a primary goal of the economic development strategy.
 - The Bromsgrove 'product' needs to be defined and firmly established within the changing economic development landscape of Local Enterprise Partnerships (LEP) and the new North Worcestershire Economic Development and Regeneration structure.
 - The Town Centre Regeneration Programme is preparing to go public on its Area Action Plan and starting the process of finding Development Partner(s).

4.0 KEY ISSUES

4.1 'The Campaign' would take the form of:

- Creation of a Bromsgrove 'identity' or 'product'
- Production of Marketing Literature including Investment Prospectus'.
- Production of a Bromsgrove Website
- Advertising of Bromsgrove in local, regional and national publications and trade press

4.2 The purpose of 'The Campaign' would be in support of the Regeneration of the Town Centre and achieving wider Economic Prosperity for the District. It would aim to:

- Attract Private Developers into the Town Centre by promoting the Area Action Plan and the advertising of the development opportunities in the Town Centre as part of the procurement process of partner developer(s)
- Attract new Retailers to the Town Centre to suit both the new Retail Units being created as part of the Regeneration Programme and niche retailers for historic shop premises
- Attract general Inward Investment into the Town and District in the form of new employers, concentrating on the benefits of location; transport links; low cost semi-skilled and skilled engineering based workforce; lower premises costs; quality of life etc.
- Promote Bromsgrove as the proven location for successful business start-ups - specifically targeting nascent technology companies as part of promoting Bromsgrove's position on the A38 Technology Corridor and the need to catalyse phase 2 of the Bromsgrove Technology Park
- Attract more shoppers into the Town Centre
- Stimulate the evening economy in the Town Centre and attract more visitors into Town and the wider District through the creation of a central and common events and activities programme
- Raise awareness among residents of the attractions and benefits of Bromsgrove as a Town and District

5. FINANCIAL IMPLICATIONS

5.1 The cost of this campaign has been mitigated in a number of ways:

5.2 'Soft market testing' undertaken as part of the Regeneration Programme has identified the key selling points that Bromsgrove offers to Developers, reducing the need for separate market research.

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- 5.3 The production of the Area Action Plan and other Planning and Regeneration Documents will help provide copy and images for the new Investment Prospectus' and Marketing Brochures
- 5.4 Initial population of a Town Centre Regeneration Website will limit the Website work to a 'shop window' site that will sit in front of the current pre-populated site. Furthermore in principle agreements with Bromsgrove Arts Network and The Artrix to work together on a common events programme with the potential for a central on-line booking facility powered by The Artrix' web-site will reduce the need for expensive software functionality and potentially make maintenance of the site self funding.
- 5.5 The retention of an independent graduate marketer to assist with 'in-house' web design and community engagement has greatly reduced both the potential day rate needed to be funded and remaining scope of work to achieve the aims of The Campaign.
- 5.6 The precise expenditure plan for the £20,000 will be approved by the Economic Development Theme Group, but managed by the Director for Planning and Regeneration and his team. In-house resources will be utilised where possible and any out-sourcing will be managed within Bromsgrove District Council procurement rules.

6. LEGAL IMPLICATIONS

- 6.1 The Council has powers to pursue initiatives for the well-being of the District and this proposal falls within this remit.

7. POLICY IMPLICATIONS

- 7.1 The proposal meets the Council priority of improving the Town Centre viability and vitality and would support the aims of the emerging Core Strategy and Area Action Plan.

8. COUNCIL OBJECTIVES

- 8.1 As set out in 7 above.

9. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

- 9.1 If this work is not commenced now, we will not be ready to market the development opportunity presented by the Area Action Plan and the regeneration of the Town will be adversely affected by a potential failure to attract suitable investment.

10. CUSTOMER IMPLICATIONS

- 10.1 External Customers will benefit from knowing what Bromsgrove has to offer in terms of shopping and investment opportunities. A link to the Customer Service Centre (Worcestershire Hub Bromsgrove) will be included within the website.

11. EQUALITIES AND DIVERSITY IMPLICATIONS

- 11.1 The Town Centre website will highlight the various projects within the Regeneration Programme; any equalities and diversity implications will be highlighted. For example, the renovated High Street will be designed with improved access for all.

12. VALUE FOR MONEY IMPLICATIONS, PROCUREMENT AND ASSET MANAGEMENT

- 12.1 Any external input will be obtained following Bromsgrove District Council procurement guidelines. This will be led by the Regeneration team, but the Director of Planning and Regeneration will have overall responsibility and decision-making.

13. CLIMATE CHANGE, CARBON IMPLICATIONS AND BIODIVERSITY

- 13.1 The Town Centre website will highlight the various projects within the Regeneration Programme; any climate change considerations, carbon implications and biodiversity enhancements will be highlighted.

14. HUMAN RESOURCES IMPLICATIONS

- 14.1 Some of the funding may be used to extend the retention of the independent graduate marketer to assist with 'in-house' web and prospectus design and production. This may avoid the need to appoint more expensive outside agencies.
- 14.2 A limited amount of impact on the internal IT team may result from the proposal in terms of a number of additional web pages to maintain, although it is anticipated that these will be self funding.

15. GOVERNANCE/PERFORMANCE MANAGEMENT IMPLICATIONS

- 15.1 The Governance and Performance Management of the Campaign will be overseen by the Economic Development Theme Group. Governance aspects relating to the Regeneration Programme will be managed by the Regeneration Programme Manager and overseen by The Town Centre Steering Group, the Portfolio Holder and the Head of Service.

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16. COMMUNITY SAFETY IMPLICATIONS INCLUDING SECTION 17 OF CRIME AND DISORDER ACT 1998

16.1 None identified as a result of this report but community safety implications would be taken into account in any proposals for specific sites.

17. HEALTH INEQUALITIES IMPLICATIONS

17.1 The successful regeneration of the town should benefit the deprived wards of Charford, Sidemoor, Slideshow and Whitford that the Town Centre supports. The creation of more jobs will hopefully help to improve average household incomes in these wards and this in turn will help with reducing inequalities in health between these wards and the rest of the District.

18. LESSONS LEARNT

18.1 Investment Prospectus and Promotional Websites and campaigns used in other towns such as Biddulph, Corby, Kidderminster and Stockport will be used to ensure the Lessons Learnt in similar projects are incorporated into the Bromsgrove Approach.

19. COMMUNITY AND STAKEHOLDER ENGAGEMENT

19.1 Stakeholder meetings have been held in connection with town centre proposals and their views will be taken into account in any marketing proposals. The Economic Theme Group will also engage with local businesses regarding the marketing of the town.

20. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	Yes
Chief Executive	No
Executive Director (S151 Officer)	Yes
Executive Director – Leisure, Cultural, Environmental and Community Services	Yes
Executive Director – Planning & Regeneration, Regulatory and Housing Services	Yes
Director of Policy, Performance and Partnerships	No

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Head of Service	Yes
Head of Resources	No
Head of Legal, Equalities & Democratic Services	No
Corporate Procurement Team	No

21. WARDS AFFECTED

The benefit of the Marketing Campaign will be felt across the whole District.

22. APPENDICES

Not applicable

23. BACKGROUND PAPERS

Not applicable

24. KEY

Not applicable

AUTHOR OF REPORT

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