

EAST RENFREWSHIRE COUNCILCABINET3 December 2020Report by Director of EnvironmentPLACE BRANDING AND ECONOMIC RECOVERY**PURPOSE OF REPORT**

1. The purpose of the report is to seek Cabinet approval for the proposed “*place branding*” strategy for East Renfrewshire to assist specifically in promoting local economic recovery from Covid-19 pressure and to create a brand which allows us in the longer term to better promote East Renfrewshire as a desirable place in which to live, work, visit and invest.

RECOMMENDATIONS

2. The Cabinet is asked to approve the proposed branding strategy for East Renfrewshire to assist specifically in promoting local economic recovery from Covid-19 pressure and to create a brand which allows us in the longer term to better promote East Renfrewshire as a desirable place in which to live, work, visit and invest.

BACKGROUND

3. As has already been highlighted to the Cabinet the Covid-19 pandemic is causing unprecedented disruption to the economy. East Renfrewshire’s local areas face immediate challenges, impacting across all sectors, businesses and jobs.

4. Many East Renfrewshire businesses are struggling to cope despite Scottish Government support through the mechanism of various grants. Business confidence will remain low for the foreseeable future. It is therefore essential that the Council and its partners continue to intervene and take action where appropriate to help stimulate economic recovery locally.

5. To assist with recovery in East Renfrewshire, the Council has prepared key economic recovery and renewal actions as outlined in the August 2020 Cabinet [report](#), including marketing support.

6. Traditionally, a high proportion of East Renfrewshire residents travel to work outside the local authority boundary area, often shopping and eating outwith the area. In addition residents often travel outwith the area to obtain a product or service.

7. With more residents working from home, there is an increased opportunity to promote local retail and leisure opportunities, reducing leakage of spend.

8. East Renfrewshire has an excellent range of businesses to meet many needs locally. If local people support local businesses more it would be of considerable benefit to the local economy, local business owners and their families. It would support jobs and would also help strengthen our communities and get them back on their feet following the pandemic.

9. Shopping locally can also assist in the reduction of our carbon footprint by reducing the need for longer car journeys, increasing footfall in our town centres and complementing other Council and Scottish Government initiatives which promote walking and cycling.

REPORT

10. Place branding is the concept of communicating an area's unique features and characteristics. It can play a key role in promoting economic development as well as wider corporate objectives for the Council.

11. A new place brand has been developed to support economic recovery with the goal of uniting East Renfrewshire's unique towns and people through a shared sense of **pride** to live, work and play in East Renfrewshire.

12. In order to develop an authentic and meaningful place brand, research was conducted with various stakeholders including local businesses, residents, Council staff, Business Improvement Districts, Business Gateway and the East Renfrewshire Chamber of Commerce.

13. Insights from the research highlighted that East Renfrewshire is a collection of separate towns and villages with unique identities. People in these towns and villages have a strong sense of local identities. We wished to develop a brand that recognised and celebrated this.

14. Research indicated that residents of East Renfrewshire are far more likely to say that they hail from 'Clarkston' or 'Neilston' than they are from 'East Renfrewshire'. This sense of local pride is an important and positive feature about East Renfrewshire. The new place branding allows us to celebrate the fact that our residents are proud of being from 'here'. The appendix details the visuals of the brand concepts in development.

15. The 'here' place brand will be supported by local photography, a colourful logo and a vibrant graphical patchwork showcasing the diversity of the different towns, landmarks and activities that make-up East Renfrewshire. The patchwork is inspired by the textile industry history of the area, with a modern twist.

16. The new place branding will initially focus on a short term approach to address Covid-19 impacts but it has longevity and can be used flexibly across different areas of the Council as economic recovery takes place.

Short Term Objectives

- Support and sustain current businesses in the area impacted by the pandemic. Encourage local people to spend more time and money in East Renfrewshire through a 'Love Local' campaign linked to the new place brand, promoting pride and confidence amongst existing residents and businesses.
- Contribute to this with our new winter lighting secured through the Town Centre Fund (see separate report on this Cabinet agenda).
- Unite local communities across East Renfrewshire and encourage people to discover/rediscover more about neighbourhoods within the area (local activities, outdoor green spaces and exercise, and businesses) all with the aim of helping increase community wellbeing.
- Develop and promote a theme and information/guides around outdoor access, walking routes, cycling routes and other outdoor exercise such as our outdoor gym equipment in various locations.

Medium to Long Term Objectives

- Raise the profile of East Renfrewshire as a desirable, dynamic place to live, work, invest and visit.
- Attract new businesses and inward investment to East Renfrewshire
- Continue to attract new people to live in the area and support the housing market
- Increase tourism opportunities linked to the proposed tourism strategy (currently in development and will be the subject of a further Cabinet report)

17. A marketing campaign to support visibility of the short term objectives is planned within local towns and neighbourhoods. This will comprise banners on bus stops, bin lorries, lamp posts and within parks. It will be supported online through social media and the website. The campaign will also include press releases and potential partnerships with local press.

18. This works follows on from the successful 'Shop Local' video and press campaign post the initial lockdown (June-Sept) featuring videos with local business owners. This was featured in the local press and reached more than 350,000 people on social media.

19. A new place branding and associated campaign supports the Council's ambition for vibrant local towns and neighbourhoods, sustaining retail, leisure and hospitality opportunities and local employment. It links to the Council's Outcome Delivery Plan and Strategic Outcome 3: *"East Renfrewshire is a thriving, attractive and sustainable place for residents and businesses to grow."*

FINANCE AND EFFICIENCY

20. External funding has been identified to support this initiative: £80,000 from the Scottish Government's Town Centre Capital Fund which will support the capital elements of the proposed programme and £10,000 of external revenue grant funding from Scotland's Towns Partnership Love Local fund.

CONSULTATION AND PARTNERSHIP WORKING

21. Research to inform the place branding has included liaison with local businesses, residents, council staff, Business Improvement Districts (BIDs), Business Gateway and the Chamber of Commerce. There is ongoing consultation with the BIDs.

IMPLICATIONS OF THE PROPOSALS

22. There are no equalities, IT or staffing implications associated with this report.

CONCLUSIONS

23. Our local economy continues to be severely impacted by Covid-19 and it is therefore essential that the Council continues to intervene and take action where appropriate to help stimulate economic recovery locally.

24. Economic recovery can be supported through a new place brand and associated marketing campaign, encouraging a shared sense of pride amongst residents to support their local area whether that is by shopping locally or contributing towards it being a good place to live. Further down the line, the place brand can be used flexibly for wider corporate objectives.

RECOMMENDATIONS

25. Cabinet is asked to approve the proposed branding strategy for East Renfrewshire to assist specifically in promoting local economic recovery from Covid-19 pressure and to create a brand which allows us more long term to promote East Renfrewshire as a desirable place in which to live, work, visit and invest.

Director of Environment

For further information please contact Phil Daws, Head of Environment (Strategic Services) phil.daws@eastrenfrewshire.gov.uk

Convener contact details

Councillor Tony Buchanan
(Leader of the Council)

Office: 0141 577 3107
Mobile: 07976 360398

November 2020

Appendix:

**Place Branding
– how can it support economic recovery?**

By uniting East Renfrewshire's unique towns and people through a shared sense of pride to live, work and play in East Renfrewshire.

Problem

How do you brand a place that's not a place?

Solution

Here is everywhere.

Idea

Residents of East Renfrewshire are far more likely to say that they hail from "Clarkston" or "Neilston" than they are "East Renfrewshire". Instead of fighting that, our idea allows them all to be proud of being from "here"

East Renfrewshire.
Here is home.

HERE



**Draft concepts in development, further landmarks to be added*

Patchwork



Greenbank Gardens



Woolmill Glen Reservoir



Woolmill Glen Reservoir



Whiteoak Windfarm



Mearns Castle



Rouken Glen Doohouse



**WORK HERE.
PLAY HERE.**

Latemus pratquam publium
muntimm oitillis convo tum
omperis inf illem, que inequit.

**EAST
RENFREW
SHIRE**

Support local businesses as they do
everything they can to help you thrive

**Draft concepts in development*

I CAN GO EXPLORING HERE. AND HERE.

Latemus pratquam publium muntimm oitilis convo tum omperis int illem, que inequit.

EAST RENFREW SHIRE

Support local businesses, so they do everything they can to keep you safe.

**Draft concepts in development*

A photograph of a young boy in a blue shirt jumping joyfully in a garden. The scene is framed by a light green border. Several colorful icons are overlaid on the image: a green square with a white arrow pointing down, a green square with three white wind turbines, a red square with a white sun, a green square with a white castle tower, a red square with two white curved lines, and a green square with two white upward-pointing triangles.

WE'RE SO GLAD YOU'RE HERE.

Latemus pratquam publium muntimm oitilis convo tum omperis int illem, que inequit.

EAST RENFREW SHIRE

Support local businesses, so they do everything they can to keep you safe.

**Draft concepts in development*

A photograph of a smiling man in a blue shirt and dark apron holding a large fish. He is in a workshop or garage filled with tools and equipment. The background is dark blue.

IF WE CAN CHOOSE TO LIVE ANYWHERE WE'D CHOOSE HERE.

Latemus pratquam publium muntimm oitilis convo tum omperis int illem, que inequit.

EAST RENFREW SHIRE


Support local businesses, so they do everything they can to keep you safe.

**Draft concepts in development*

A photograph of two people holding hands. The person on the left is wearing a blue shirt, and the person on the right is wearing a dark shirt. The background is light blue. Several colorful icons are overlaid on the image: a red heart, a blue square with a white house, a red square with a white house, a blue square with a white house, and a red square with a white house.

YOU ARE WELCOME HERE.

Latemus pratquam publium muntimn otillis corvo tum ompers int illem, que inequit.



EAST RENFREW SHIRE

Support local businesses as they do everything they can to help you.

**Draft concepts in development*

Patchwork, colours and photography to be added.

**Draft concepts in development*

THEY'LL LOVE LEARNING HERE.

Latemus pratquam publium muntimn otillis corvo tum ompers int illem, que inequit.

EAST RENFREW SHIRE

Support local businesses as they do everything they can to help you.

HERE'S TO YOUR FUTURE.

Latemus pratquam publium muntimn otillis corvo tum ompers int illem, que inequit.

EAST RENFREW SHIRE

Support local businesses as they do everything they can to help you.

WE'RE HERE FOR ONE ANOTHER.

Latemus pratquam publium muntimn otillis corvo tum ompers int illem, que inequit.

EAST RENFREW SHIRE

Support local businesses as they do everything they can to help you.

HERE FROM 5AM EVERY MORNING.

Latemus pratquam publium muntimn otillis corvo tum ompers int illem, que inequit.

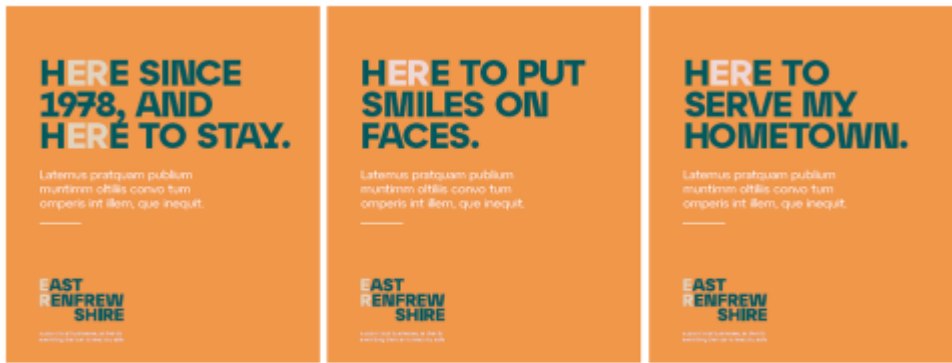


EAST RENFREW SHIRE

Support local businesses as they do everything they can to help you.

**Draft concepts in development*

Patchwork, colours and photography to be added.



**Draft concepts in development
Further Covid specific business recovery messaging in development*

Patchwork and photography to be added.

**Draft concepts in development*



Overview

**Draft concepts in development*



BLANK PAGE