

WIRRAL COUNCIL

CABINET – 7 JUNE 2007

REPORT OF THE DEPUTY CHIEF EXECUTIVE / DIRECTOR OF CORPORATE SERVICES

DEVELOPMENT AND IMPLEMENTATION OF A CLEAR WIRRAL PACKAGE AND BRAND

1.0 EXECUTIVE SUMMARY

Cabinet approved Wirral's Investment Strategy on the 15 March 2007. The Investment Strategy identifies the lack of a clear Wirral package and brand as a challenge to be addressed if the Borough is to capitalise upon the many assets and opportunities that exist to promote Wirral as an excellent place to live, work and invest. A number of different teams across the Council have been engaged in promoting Wirral using a variety of different brands and approaches. This report outlines the work that is underway to coordinate this activity in future to ensure a more consistent approach and effective use of resources.

2.0 RATIONALE

Wirral's high quality of life, strength in research and development and excellent educational offer were promoted during the Open Golf Championship last year raising media knowledge and interest in Wirral as an investment location. In addition, a number of new development opportunities offer unparalleled investment opportunities to take to market. These include:

- The development of the waterfront and docklands including 'Wirral Waters' and Woodside
- The regeneration of Birkenhead, New Brighton and the Dee Coast
- The availability of land for high quality development opportunities

In order to capitalise on these opportunities, and to address the challenge of the Investment Strategy, the Tourism and Marketing Division have been working with a cross-departmental group including Wirral Direct and Wirral Waterfront. This will lead to the refocus and review of existing marketing activity and create a clear identity for Wirral to use to promote the borough to investors.

3.0 EXISTING ACTIVITY INCLUDED IN THE REVIEW

A wide range of existing activities that seek to target existing business or potential investors and developers were included in the review. These include:

- All Council funded or hosted websites
- All Council promotional literature
- Advertising
- Advertorial and editorial features

It is clear that overlap currently exists that has the potential to cause confusion in the market place. In addition, more impact will be gained from a coherent and consistent single message.

4.0 CONCLUSION

The following activities are now underway:

- Work in partnership with the private sector to coordinate all marketing activity that promotes Wirral as a business and investment destination
- Refresh all marketing materials produced by the Council
- Combine and renew the existing Wirral Waterfront, Wirral International Business Park and Wirral Direct websites to create one customer facing and easily navigable site.
- Create one coordinated advertising plan to be renewed on an annual basis.

5.0 FINANCIAL AND STAFFING IMPLICATIONS

There are no additional financial or staffing implications as a result of this report.

6.0 EQUAL OPPORTUNITIES IMPLICATIONS

There are no equal opportunities implications as a result of this report.

7.0 HUMAN RIGHTS IMPLICATIONS

There are no human rights implications as a result of this report.

8.0 LOCAL AGENDA 21

There are no Local Agenda 21 implications as a result of this report.

9.0 COMMUNITY SAFETY IMPLICATIONS

There are no community safety implications as a result of this report.

10.0 LOCAL MEMBER SUPPORT IMPLICATIONS

There are no local member support implications as a result of this report.

11.0 BACKGROUND PAPERS

- Wirral's Future – Open to All, An Investment Strategy for Wirral.

12.0 PLANNING IMPLICATIONS

There are no planning implications as a result of this report.

13.0 RECOMMENDATIONS

That the work to develop and implement a clear Wirral package and brand, to help market the Borough more efficiently and effectively, to potential investors be noted.