

## AGENDA ITEM NO. 3 (c)

**REPORT TO:** Executive (Transmodal Implementation)  
Sub Board

**DATE:** 26 April 2006

**REPORTING OFFICER:** Operational Director – Major Projects

**SUBJECT:** Marketing Strategy

**WARDS:** Ditton and Riverside

### 1.0 PURPOSE OF THE REPORT

- 1.1 To seek approval to appoint marketing consultants to develop a brand identity and marketing strategy for the Ditton Strategic Rail Freight Park initiative.

### 2.0 RECOMMENDATION: That

- (1) Members approve the appointment of a Marketing Consultant.
- (2) Members approve the course of action as set out in the report.

### 3.0 SUPPORTING INFORMATION

- 3.1 Discussions with the existing landowners and operators identified a need to champion Ditton at a national level. Each operator and landowner is doing their part to promote Ditton, but efforts understandably, are concentrated on their core business.

- 3.2 Three north west based full service marketing agencies :-

- a) Paver Downes Associates
- b) Creative Lynx Limited
- c) Bella Communications

were selected based on their extensive experience of marketing a range of large-scale regeneration and commercial property projects.

- 3.3 Each company was forwarded an information pack containing the DSRFP Master Plan and various supporting documentation and subsequently briefed, individually, on April 3 2006 by the Project Team concerning the scale and future progress of the scheme.

- 3.4 Each company was then sent a formal brief and invited to provide a fully costed quote by, not later than, Wednesday 19 April to :-

- a) Produce a marketing strategy for the Ditton Strategic Rail Freight Park Programme
- b) Develop a brand for the wider programme area

3.5 Members will receive an update at the meeting detailing the individual quotations and the describing the differing approaches the individual companies have made to the development of a marketing strategy and brand.

**4.0 POLICY IMPLICATIONS**

4.1 The Council adopted the DSRFP Masterplan in December 2004. The DSRFP is heralded in the Council’s Corporate Plan and LSP and HBC Urban Renewal Strategy and Action Plan, and supports the Council’s Urban Renewal corporate priority.

**5.0 OTHER IMPLICATIONS**

5.1 Funding for the marketing strategy is available through the Council’s Capital Programme for Ditton Strategic Railfreight Park.

**6.0 RISK ANALYSIS**

There are no perceived risks with this approach. It is necessary if Ditton is to be successful and best value is to be achieved for HBC Field.

**7.0 EQUALITY AND DIVERSITY ISSUES**

None.

**8.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972**

<b>Document</b>	<b>Place of Inspection</b>	<b>Contact Officer</b>
Programme file	Major Projects	Sally McDonald
Marketing file	The Heath	Tim Leather