

APPENDIX C
Agenda Item No. 6

DEVELOPING A MARKETING STRATEGY FOR AYLESBURY VALE

(1.) Purpose

- 1.1 To provide the Economy Scrutiny Committee with an overview of the process and progress made on developing a Marketing Strategy for Aylesbury Vale.
- 1.2 To enable the Scrutiny Committee to comment on the conclusions arising from the strategy development work and the indicative activity plan.

(2.) Recommendation

- 2.1 The Economies Scrutiny Committee is asked to express its views to the Cabinet on the emerging Marketing Strategy and the indicative activity plan for Aylesbury Vale.

(3.) Supporting Information

- 3.1 A presentation was made to Cabinet on 20 July 2004 on the work being carried out to develop a Marketing Strategy for Aylesbury Vale. At that meeting, Members approved the positioning and strap-line for the Strategy (see Appendix 1).
- 3.2 Since that time, AVDC has been working with partner organisations to develop the key messages and a corporate, place and business marketing strategy for Aylesbury Vale, which are explained in this report. The corporate strategy is an ‘umbrella’ strategy, which does not change significantly over time. The place and business strategies fit within the corporate strategy, are more dynamic and campaign-based, and will change to take advantage of improvements in the Aylesbury Vale ‘offer’ e.g. new developments coming on line, such as Waterside and the Aston Clinton Business Park.

(4.) Options Considered

Develop the marketing strategy and visual identity

- 4.1 Extensive research has been carried out with local residents and businesses, which has identified their needs and concerns, particularly in the face of the planned growth for the area. If we are to manage the growth, and create a vibrant Aylesbury Vale for the benefit of all local people, we need to win their hearts and minds and address their concerns, fears and perceptions about change, while promoting the best that Aylesbury Vale has to offer. In order to do this, the research has identified some **key messages** which we need to get across in all our communications about the Vision and the growth agenda.
- 4.2 Parallel with this will be the need to attract new businesses and residents to the area, as well as building on the Vale’s healthy tourist economy. Creating a **strong visual identity** for the area will help us to do this. (Our ‘hearts and minds’ work (see paragraph above) will also help us to do this, by creating a greater sense of pride in

the area and improving our chances of getting businesses and residents to act as 'champions' for the Vale).

- 4.3 All of this underpins a **comprehensive marketing strategy**, which will guide the marketing work we carry out to promote the Vale over the next 6 – 10 years. Details are available in this report as follows:

Appendix 2: Proposed key messages

Appendix 3: Examples of the type of marketing activity that might be developed and implemented as part of the Strategy and subsequent Action Plans.

Doing nothing

- 4.4 If we do nothing in terms of marketing Aylesbury Vale, we will miss out on opportunities to attract business investment to match population growth. We will also find it harder to gain the understanding and support of local communities for our Vision if we fail to achieve the employment criteria demanded by the growth agenda. The support of local communities is vital if we are to deliver the Vision successfully.

(5.) Reasons for Recommendation

- 5.1 The proposals in this report were all developed with the involvement of key partner organisations. It is now important that AVDC, as a key partner, takes a view on these elements, which can then be fed into the partnership process.

(6.) Resource Implications

Budget

- 6.1 Budget indications for the key actions are set out in Appendix 4.

AVDC funding

- 6.2 There is no specific marketing budget set aside in 2004/2005 for marketing the Vale. However, there may be some limited budget available in the Economic Development budget (up to £20,000) to start delivery of the action plan. For 2006/7 and 2007/2008, Council has agreed £30,000 for place marketing (as part of the medium-term budget).
- 6.3 Members will be invited to consider whether these funds need to be enhanced as part of our normal budget making process.

Additional sources of support

- 6.4 AVDC's existing publication, the Vibe, will be a key channel of communication for the Aylesbury Vale marketing strategy. In addition, approximately eight additional pages of District Link are being allocated to growth-related features, which will include the promotion of Aylesbury Vale. The costs of these materials are being met from the Sustainable Communities Grant from ODPM.

- 6.5 There have also been indications from the ODPM that AVDC might be invited to submit bids for further funding from the Sustainable Communities Fund later this autumn. The work as outlined in the appendices to this report would form such a bid.
- 6.6 Many of our partner organisations do not have extensive marketing budgets. However, many will be able to adjust their existing materials to reflect our Marketing Strategy. They may also be able to apply for further marketing funding from within their own organisation, once the joint marketing strategy has been agreed and its added value demonstrated.
- 6.7 The Committee is asked to note that, from a profile point of view, Aylesbury Vale is scarcely 'on the map' as yet. In building awareness of the district and what it stands for, we are, therefore, starting from a very low base point. It will take time to raise our profile, and it should be noted that those areas which have done this successfully have, by and large, invested heavily. The resources we have available to deliver the strategy effectively, will have a major influence on its success.

(7.) Response to Key Aims and Outcomes

- 7.1 The Marketing Strategy, and its delivery, relate directly to a number of outcomes under the 'Local economy' key aim and are identified as an action in the Council's Medium Term Work Programme.

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Background Documents:

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