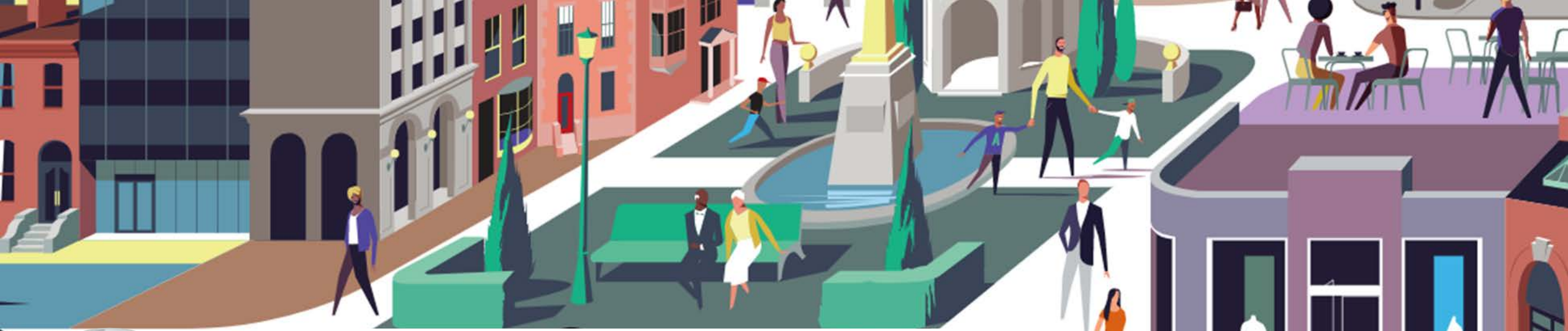


# Changing Market Dynamics

The Opportunity for our places

17<sup>th</sup> September





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# Agenda



**UK Recovery Index**

**Diversifying housing markets**



**Urban-industrial**

**Commercial landscape**



**Place Branding**

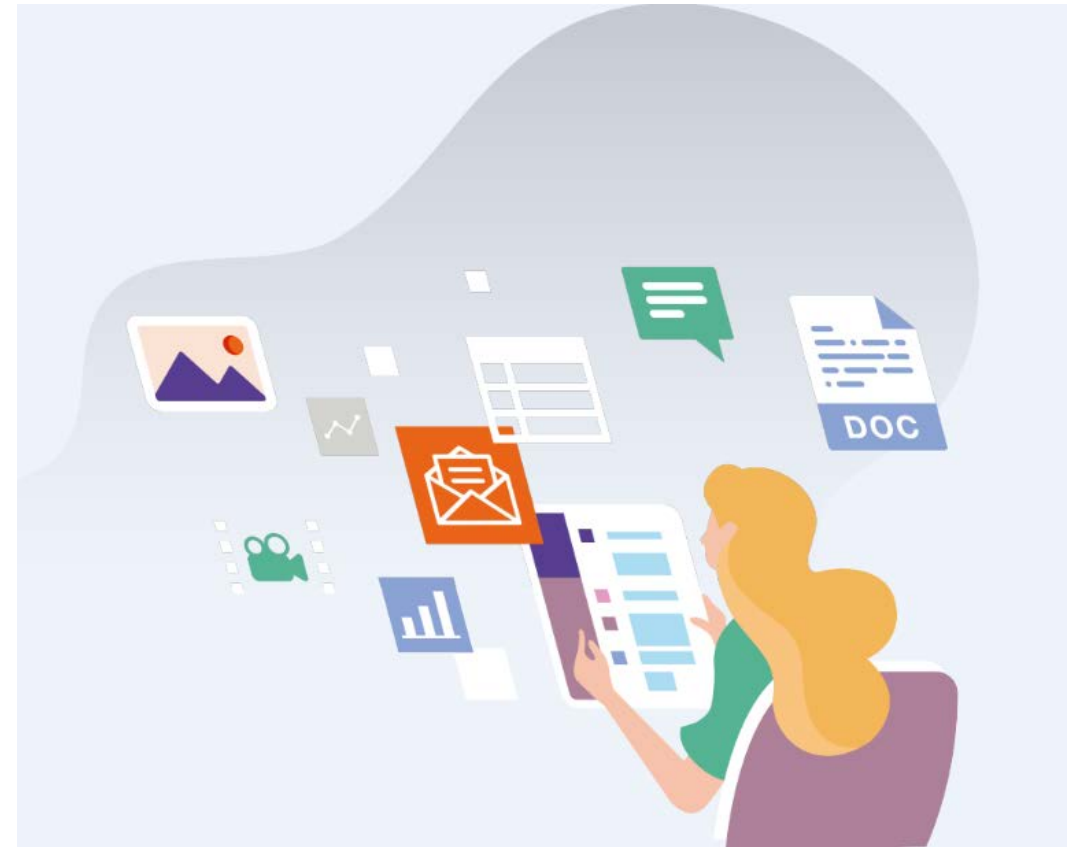


# Recovery Index



# Are we recovered?

- September sees a new recovery peak... but regional cities faring better
- Recovery looks encouraging on a number of levels:
  - It has been sustained
  - It has been rapid
  - It is balanced
- Some sectors didn't need to recover: industrial, residential – actually showing some slowing down



# What does recovery look like?

- Resilient industrial sector
- Hotels and leisure back to seasonal impacts
- Retail peaking in Summer 2021
- The return to office is steady but real



# Diversifying housing markets



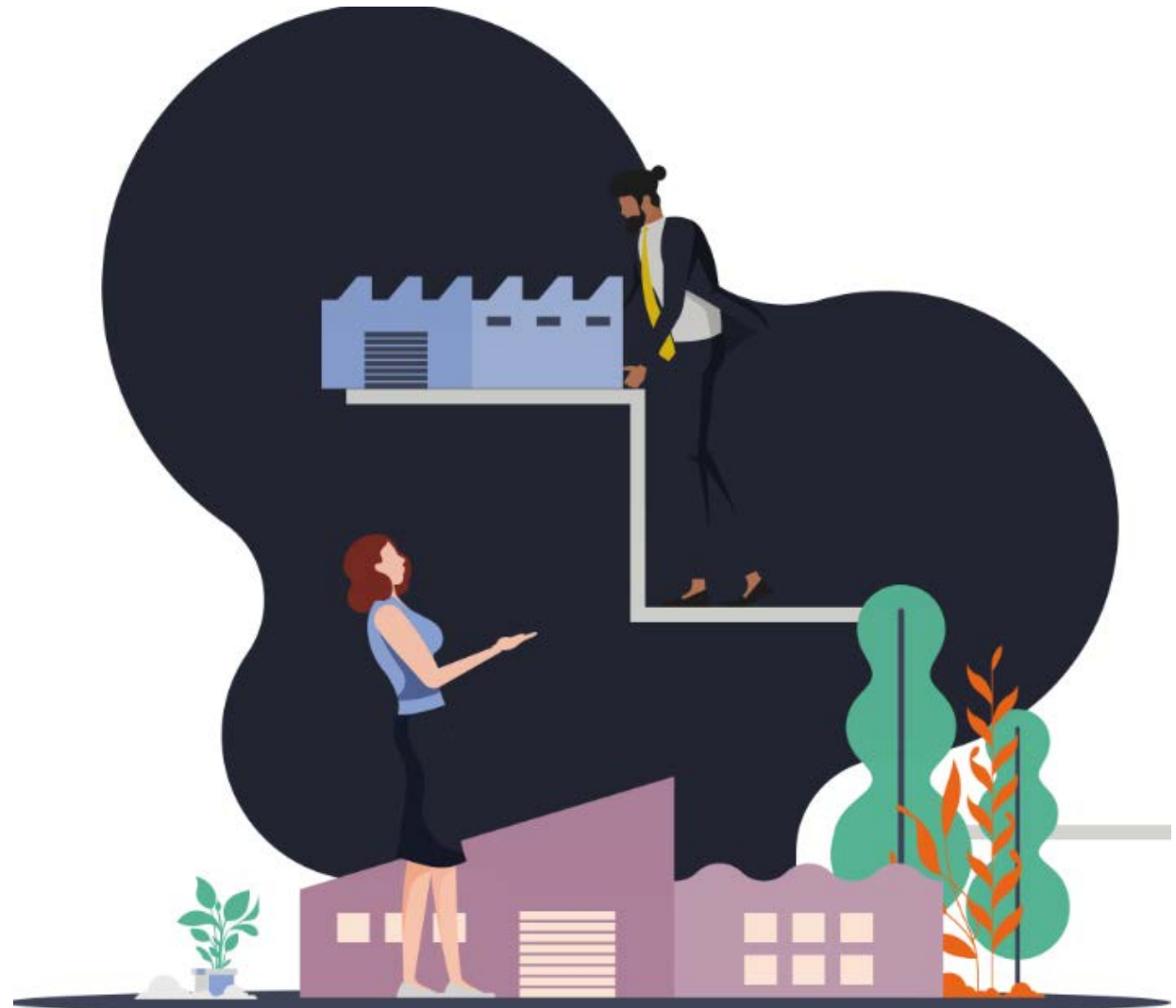
# New Minister, same crisis

- Meeting housing needs and reimagining our urban areas
- Unlocking our latent housing supply
- Importance of community infrastructure delivery
- Brownfield... Affordable... zero carbon... viable?





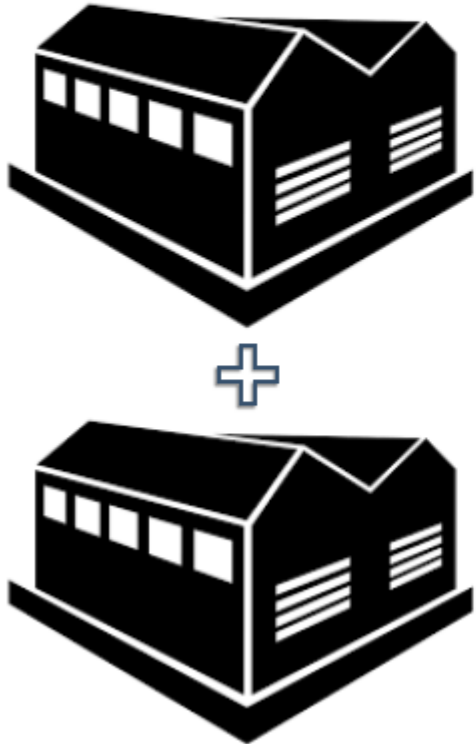
# Urban-industrial



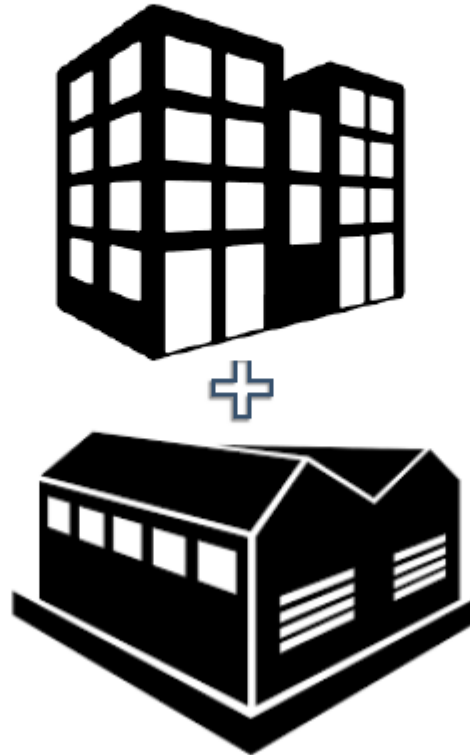
# What is Industrial Intensification?

Making more efficient use of land resources

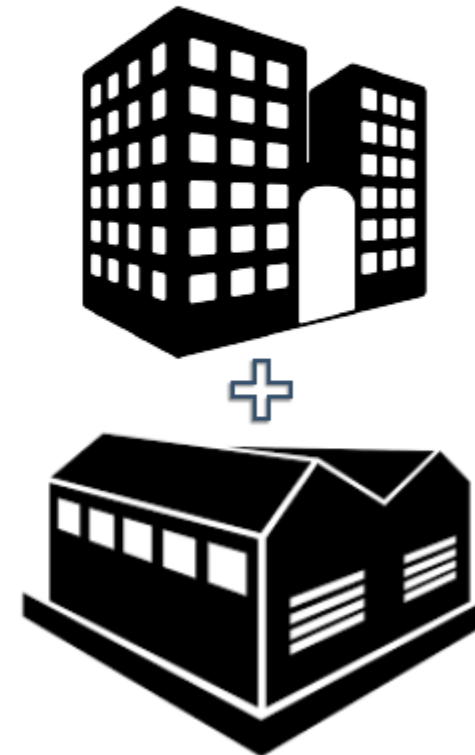
Industrial Intensification



Employment Co-Location



Residential Co-Location



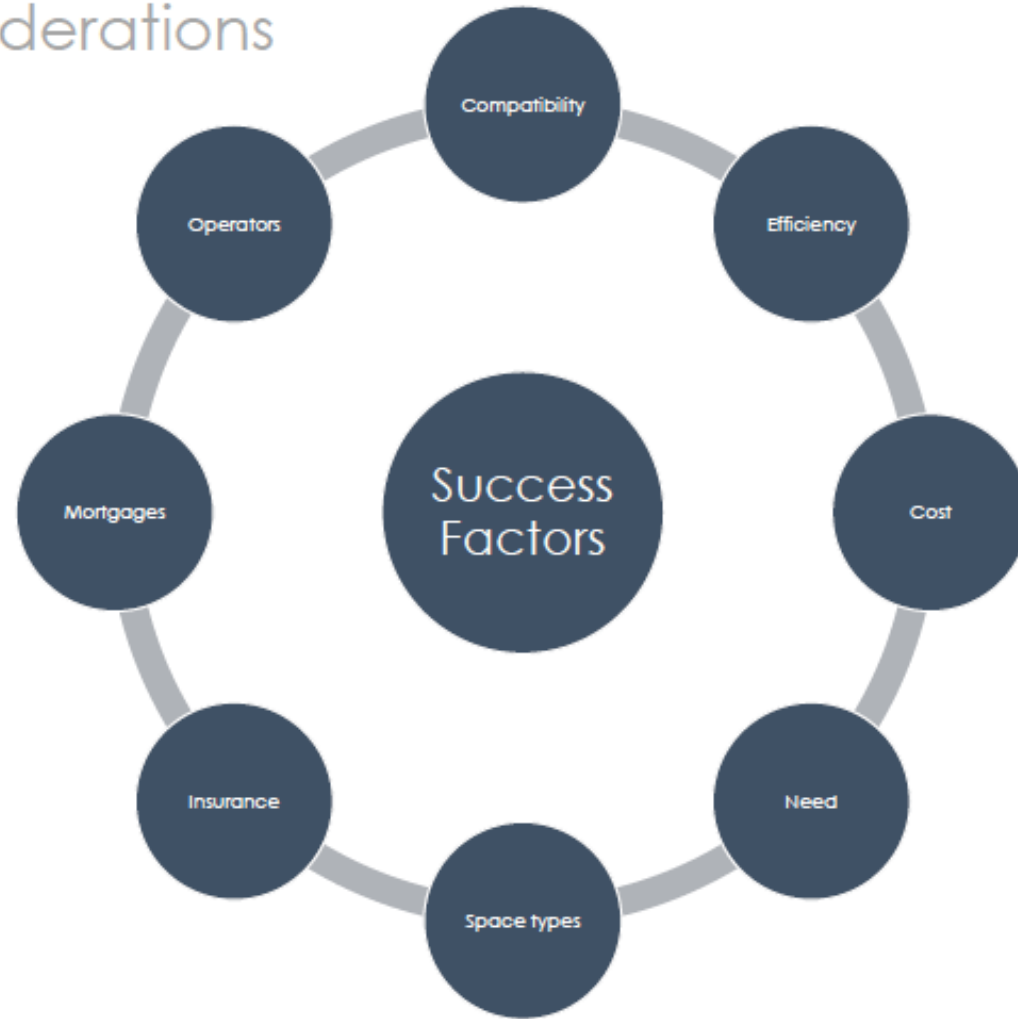
# Want? Or need?

- Demand: Technology and consumer patterns key driver
- Supply: The land and property squeeze
- Time policy got real?



# What do we Need to Understand

Inter-related considerations



# The Commercial Landscape



# The big questions

- Will “going to work” ever be the same again?
- What do employees want?
- Do we still need offices?
- What is flexi working?
- Does flexible work.....work?



# What do we predict?

- **Offices will remain**, but will get better
- Long term **health and wellbeing strategies** are a given, but transparency needed
- **Transformational real estate strategies**
- **Environmental sustainability** is now a must have
- **Flex is here to stay**



# The importance of place branding





**“Branding is what people  
say about you when you’re  
not in the room.”** Jeff Bezos

# Why Place Branding?



## Investment

Tell your story – sell your USP and stand out from the crowd.



## Civic Pride

Engender civic pride amongst residents and ensure they understand the LA's strategy.



## Tourism

Attract attention for your visitor economy.

# Place branding is nothing new...



**TORQUAY**  
QUEEN OF THE ENGLISH RIVIERA  
Timetable available from Station Master's Office

TRAVEL BY TRAIN



Whilst the private sector has embraced place branding more than ever in the last 10 years, local councils have faced austerity challenges...

# Covid recovery and place branding

- Covid presents an immediate opportunity to reset.
- The ERDF funded Reopening High Streets Safely and Welcome Back Fund presents opportunity to those without a place brand to create a new identity and responsibly encourage visitors back to the town.
- This money can be used to compliment your existing investment strategies at a consumer level and help bring your brand to life.
- It can drive footfall and help your town recover.

**DON'T FALL  
THROUGH THE  
GAP.**

You may be eligible for a business grant.



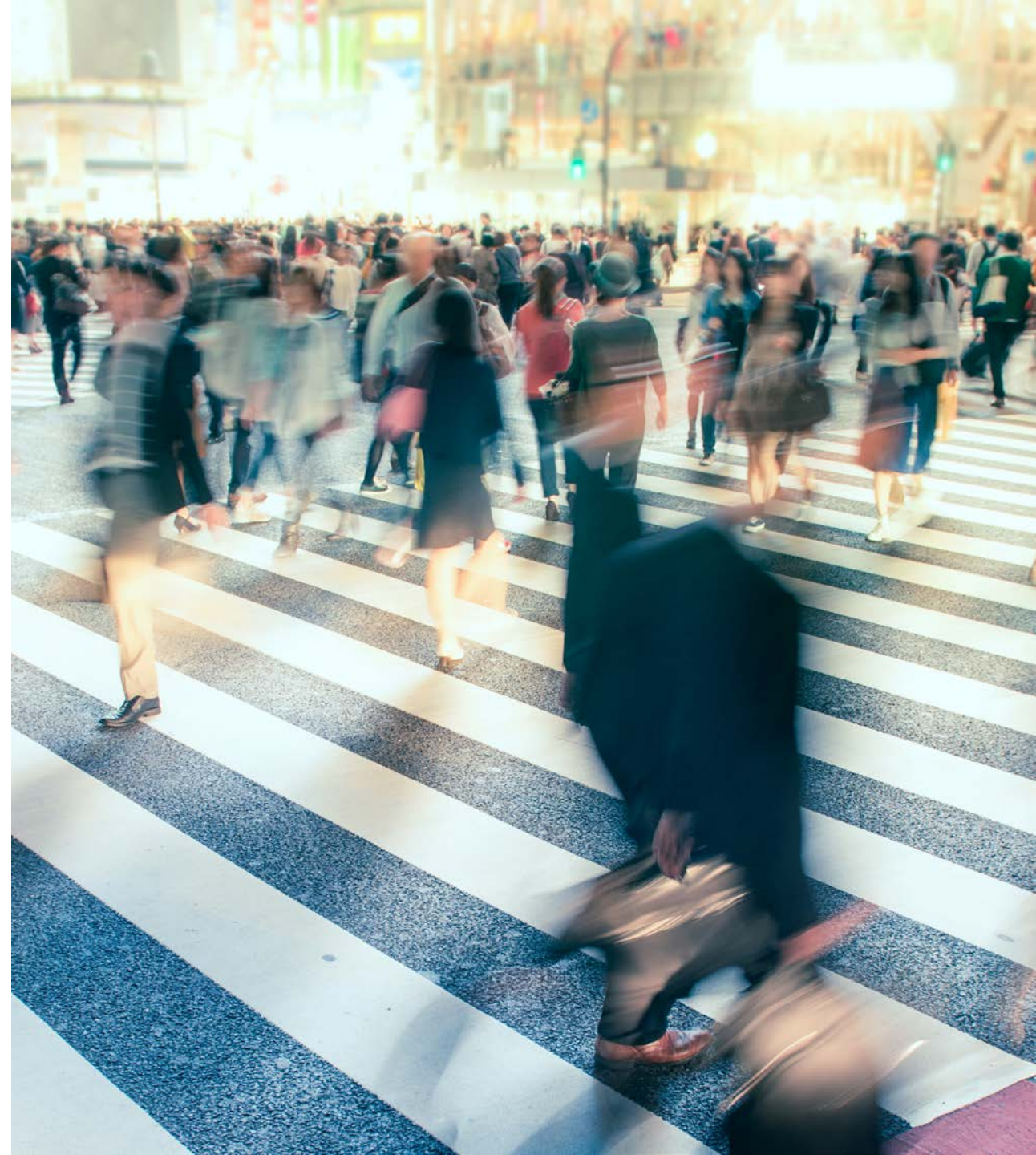
# Why Engage?

The need to engage local residents and communities to utilise their town centres and shopping centres has **never been greater**.

As the recovery roadmap progresses, towns need to evidence attention grabbing activity and communications that **encourage footfall** and profile for your town or centre.

Creating a **conversation** actively engages your occupiers, community, stakeholders and relevant local media.

You need the right **marketing communications plan** for your town or centre; one that is tailored to your brand, objectives, residents, specific challenges and opportunities.



# Northampton Borough Council Covid-19 recovery



# Northampton Borough Council

## Town Centre recovery

Commissioned to develop a communications strategy in response to the Covid-19 pandemic, focusing on:

- Stakeholder engagement
- Creating new creative identity
- Delivering multiple campaigns

Key proposition to **rediscover Northampton town centre** (including cultural and heritage destinations) and shopping locally.

Following subsequent restrictions, the project was expanded to include the promotion of business grant support schemes.

The campaigns delivered:

- reach of over **1.2 million**
- **115,000 views of the Rediscover video** through Facebook
- **36,000 LinkedIn** impressions promoting the business grant scheme.



### Activity to date has included:

- Brand identity
- Stakeholder engagement
- Wayfinding strategy
- Media strategy
- Videography
- Influencer campaigns
- Publications Social media
- Radio advertising
- Outdoor advertising
- Direct mail
- Photography
- Business support packs
- Safety support messaging



# “We are Walsall” Walsall Council Covid-19 recovery



# Walsall Council

## Town Centre recovery

Commissioned to develop a communications strategy in response to the Covid-19 pandemic, focusing on:

- Stakeholder engagement
- Creating new creative identity
- Delivering multiple campaigns

Aim to **engender civic pride** in communities who have been hard hit by the pandemic in Walsall town centre and local centres and

The campaign launch in August delivered:

- Footfall rise by over **10,000 on launch** event
- Extensive media coverage including ITV news

The campaign will continue in to the autumn and Christmas period and supports activity aligned to the town's masterplan.



**WE ARE  
WALSALL**

### Activity to date has included:

- Brand identity
- Stakeholder engagement
- Media strategy
- Videography
- Influencer campaigns
- Publications Social media
- Radio advertising
- Outdoor advertising
- Direct mail
- Photography
- Business support packs
- Launch event
- Installations including pop up parks
- Character visits