

BOGNOR REGIS PLACE BRAND

**Survey Analysis
& Brand Proposition
04.04.2019**



What is a place brand?

- **First and foremost, it is important to acknowledge that place marketing and place branding is about behaviour and reputation, rather than about logos and campaigns.**
 - **Places that inspire, places that matter don't need brands, they are brands. HemingwayDesign are not here to create a new brand for Bognor Regis.**
 - **The brand is already here, it exists; and it's (mainly) positive with many possibilities. Working closely with local stakeholders, HemingwayDesign will give focus to Bognor Regis' purpose by defining a set of values and behaviours that inspire and influence actions (i.e. policy and decision making) and then curate a brand story that matters. This will serve a dual purpose of developing sense of pride in place**
- for the people of Bognor (its residents, employers and employees working in the town) and helping to attract visitors both on a national and international scale.**
- **A place brand is primarily for the for the benefit of the citizens – if the residents and independent local businesses of Bognor Regis feel positive about their home and supported by their political and business leaders then the town's destination marketing objectives are more likely to succeed.**
 - **The goal of the place brand is to change and/or stimulate mental image – i.e. how people think about Bognor Regis. The quickest way to get there is to change or enhance the actions of the place.**

What is a place brand?

Common Purpose / Focussed Direction

A collective, focussed and purposeful effort to achieve a common goal. Supported by a governance framework that helps to control and promote a consistent narrative.

Shared Associations / Consistent Narrative

Values that inform behaviour, attitudes and actions that the place and its citizens (all people / stakeholders) can adopt and deliver.

Where does Bognor Regis sit within the major issues of our time – society, environment, technology? Who are the people carrying the future message of Bognor Regis?

When many people share the same associations, the brand image is meaningful and impactful.

Conscious Considerations

Actions speak louder than words - but both matter. A strategy that only focuses on communication forgets to consider what everything else (i.e. the major stuff that can have real tangible positive impact like spending / investment, regeneration / planning policy etc) that happens in and around the town can communicate.

The place brand should influence policy and inject ambition into decision making. The local authority and all key stakeholders should be considering how their decisions / actions contribute to the brand of Bognor Regis?

Sound Strategy

Coordination and guidance that can be implemented in the governance of Bognor Regis.

The brand image of Bognor Regis will be influenced by the activities and actions of the town's citizens, business and key stakeholders. At present these actions are outside the control or influence of anyone thinking about place brand or destination marketing. Getting in control requires collaboration (amongst residents, business, culture, education, local authority), conscious co-operative decision making and a relevant and consistent narrative.

The place brand will provide tools and narratives that engage and assist all stakeholders to determine when Bognor Regis behaves and communicates on-brand and when it doesn't.

What is a place brand?

A place brand is a comprehensive visual identity and marketing campaign that affords an area a new and community-led identity, then communicates that story to its target markets.

- **It's not just a logo or a strapline**
- **It tells the story of your place –and helps everyone to tell the same story**
- **It provides a coherent visual identity and tone of voice**
- **It's something that everyone (residents, visitors and the business community) can feel proud of and stand behind**
- **It portrays an accurate and honest insight into life in Bognor Regis and allows the place brand to tell an authentic, human-focused story that resonates with audiences who are tired of generic, over-hyped marketeering.**
- **Remember – a place brand is distinct from a developer brand and from a Council brand.**

Why it's important

- **Projects a positive, professional, coherent image to the world**
- **If done well, partners and developers will support and buy into the brand**
- **Builds confidence in your area**
- **Makes local residents feel good about where they live**

What's it for?

- **Help attract inward investment and jobs**
- **Build local pride**
- **Attract new people to live and work in the area**
- **Retain young people in the area**
- **Encourage local people to spend more time and money in the area**
- **Provide a springboard for marketing activity**
- **Facilitate a coordinated approach to place making and improvements to the public realm**
- **Empower people and raise aspirations – promote opportunity and big thinking**



PLACE BRAND SURVEY SUMMARY

We have actively engaged with a significant number of Bognor Regis people, from business owners to families, to capture the unique spirit, opportunities and challenges that this town presents. We can now use this knowledge to help craft a message that all facets of the local community can embrace.

The written responses and data gathered from our perceptions survey have been insightful, intelligent, heartfelt and at times surprising. Our aim is to gather the inside story from within a place and a community, and in Bognor Regis over 700 people have contributed to our research through focus groups, online surveys, participative workshops and group discussions. This has provided us with an evidence base and 'nuggets of knowledge' based in fact and not rhetoric which we have used to define the place brand narrative.

We asked local people; what makes Bognor Regis unique? Overwhelmingly, the number one response was that the town has a genuine feel good factor from a trinity of environmental features - the sun, the sea and the South Downs.

Many people in this town have a fantastic quality of life, thanks to the proximity to beautiful coastline and countryside.

The lush green spaces of Hothampton Park with its grand Georgian architecture; the wonderful beach and coastal villages towards Pagham and Middleton, and the accessible great outdoors of the South Downs National Park are used by and valued by the residents of the town as part of 'Bognor Regis life'.

The cost of living in Bognor Regis is lower than nearby Chichester and Brighton.

Successful academic facilities at the University of Chichester where young people can gain high-tech and creative digital skills.

The regionally comparatively low land values and low operating cost make Bognor Regis an affordable place for people to live, work and invest.

Bognor Regis is the most significant creative digital cluster between Bournemouth to the West and Brighton to the East.

PLACE BRAND SURVEY DEMOGRAPHICS

SUMMARY

The data from the perceptions survey is revealing. The following information and ideas generated by respondents highlight current perceptions, ambitions and some of the opportunities.

690 RESPONSES

- EVEN MIX OF AGES
- HIGH LEVEL OF REPRESENTATION FROM PEOPLE UNDER 24 - MORE THAN 25%
- 60% LOCAL RESIDENTS
- 60% FEMALE

What is your age?

18-24 YEARS OLD	22.5%
45-54 YEARS OLD	22.5%
55-64 YEARS OLD	17%
35-44 YEARS OLD	15.5%
25-34 YEARS OLD	10.5%
65-74 YEARS OLD	8%
75 YEARS OLD AND OLDER	1.5%
17 YEARS OLD AND YOUNGER	1%

What is your gender?

FEMALE	62.5%
MALE	36%
PREFER NOT TO SAY	1%
NON-BINARY	0%
TRANS	0%

What is your relationship with Bognor Regis?

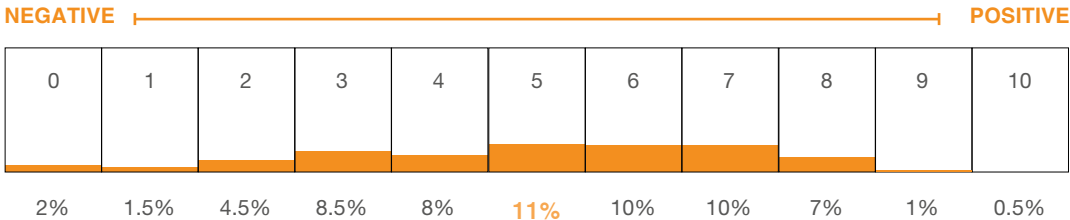
I LIVE HERE	54%
I STUDY HERE	15.5%
I SOCIALISE HERE	10%
I WORK HERE	8%
I LIVE AND WORK HERE	7.5%
I HAVE NEVER BEEN TO BOGNOR REGIS	1.5%
I SHOP HERE	1%
I HOLIDAY HERE	1%
PART TIME RESIDENT	0.2%

PLACE BRAND SURVEY ANALYSIS

PERCEPTIONS

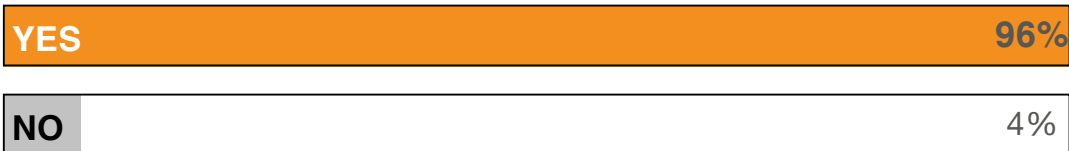
Is your overall opinion of Bognor Regis negative or positive?

AVERAGE 5.52



Whilst the overall perception of Bognor Regis appears neither positive or negative, the written responses paint a somewhat different perspective. Much of the sentiment in the written responses was skewed towards the negative aspects / perceptions of the town.

Do you believe negative perceptions are holding the town back?



A staggering 96% of people believe negative perceptions are holding the town back.

PLACE BRAND SURVEY ANALYSIS

TOURISM & VISITOR ECONOMY

Do you think that Bognor Regis is entering a phase of real opportunity with significant investment in the town and as part of wider British seaside renaissance?



61% of people believe that Bognor Regis is entering a phase of real opportunity with significant investment as part of wider British seaside renaissance but 60% of people also believe that more needs to be done to adapt and enhance the town as a tourist / holiday destination and grow the visitor economy.

The time is right Bognor Regis realise its unfulfilled potential.

Do you believe there has been progress in recent years to ensure investment and growth in the tourism sector?



Whilst there is a consensus that Bognor Regis is a 'tourist destination', and should be celebrated and promoted as such, there are conflicting opinions about the role / contribution of Butlins to the brand perceptions of Bognor Regis.

PLACE BRAND SURVEY ANALYSIS

Please select what recent or forthcoming project best represents the future of Bognor Regis.

01 |-----| 10

REGIS CENTRE REGENERATION & SEAFRONT	45.5%
UOC ENGINEERING & CREATIVE DIGITAL	20%
TOWNS CENTRE PUBLIC REALM	12.5%
BUTLIN'S EXPANSION & NEW SWIMMING POOL	8%
THE 'PLATFORM' CREATIVE	4%
ROLLS ROYCE FACTORY	4%
TRAIN STATION	3.5%
HOTHAMPTON LINEAR PARK & RESIDENTIAL DEVELOPMENT	2%



What is Bognor Regis' strongest asset?

01 |-----| 10

NATURAL SURROUNDINGS	7.2%
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What is Bognor Regis' weakest quality?

01 |-----| 10

COMMUNITY PRIDE	27%
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'Community pride' appears to be weaker than we have experienced in other places.

Location is a significant factor in people's appreciation of Bognor Regis.

The lifestyle, leisure and liveability benefits of Bognor Regis' seaside and countryside location was a clear standout when it came to ranking the town's best assets.

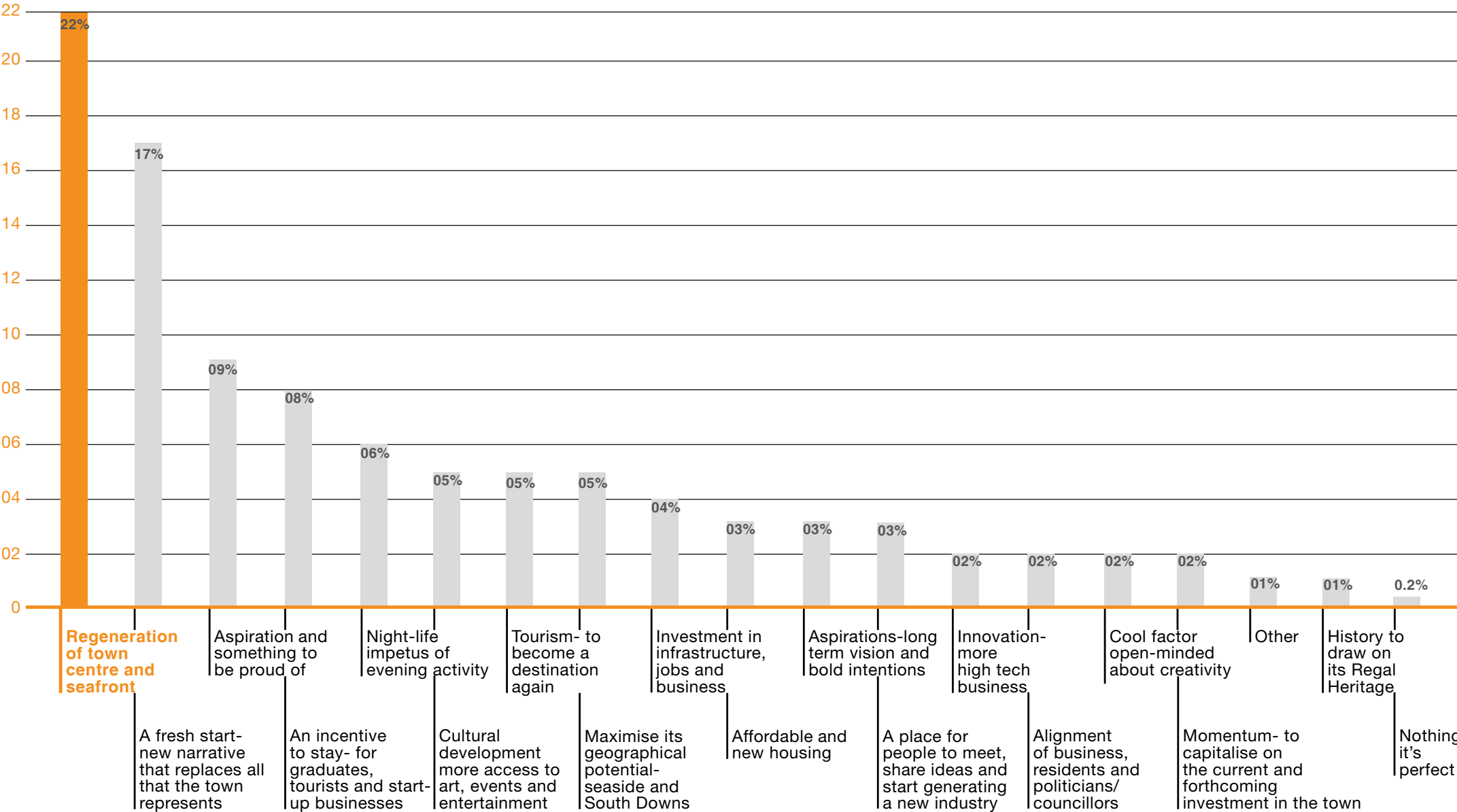
The natural environment was voted the towns best asset by a significant margin and should be prominent in the place brand focus.

Proximity to the sea and South Downs is a definite attraction but people are also clearly saying they want more entertaining and aspirational cultural and leisure activities that increase visitors and dwell time in the town centre and the sea front. We know there are forthcoming regeneration projects that will start to address this, but it's clear that more action needs to be taken as part of a wider placemaking effort.

'Health and wellbeing' and 'art and culture' were voted as the town's weakest performing areas.

PLACE BRAND SURVEY ANALYSIS

What does bognor Regis need?



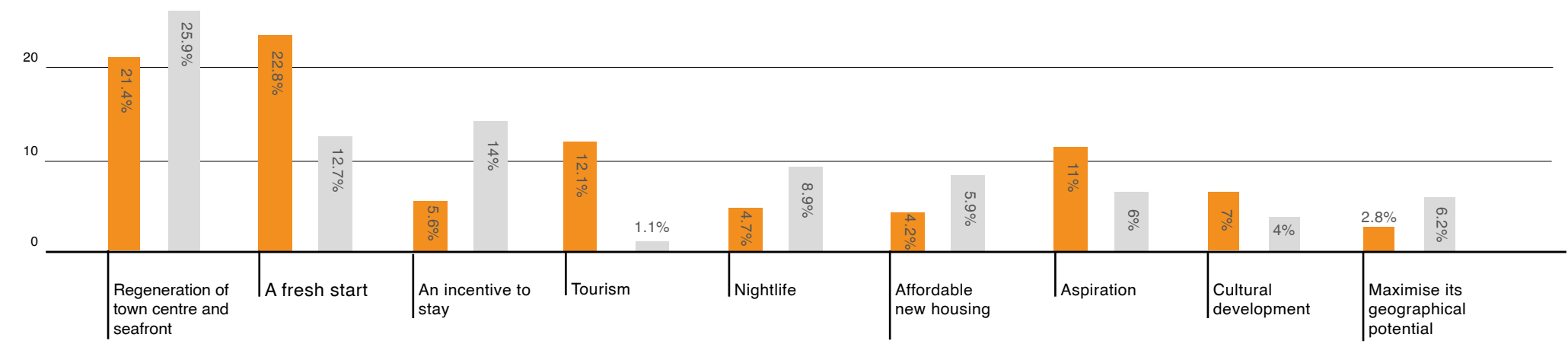
Overwhelmingly people highlighted a preference for ‘regeneration of town centre and seafront’ and ‘a fresh start- new narrative that replaces all that the town represents’.

There is a feeling from local people that regeneration has been promised for many years but never delivered. The place brand needs to highlight the forthcoming projects and exciting regeneration plans that are now starting to take shape in the town.

Whilst we mustn’t dismiss the heritage of the town or ignore the challenges that it faces, the place brand provides an opportunity for Bognor Regis to reset. The creative direction needs to be aspirational, represent a fresh start for Bognor Regis and give all of the town’s people something to be proud of.

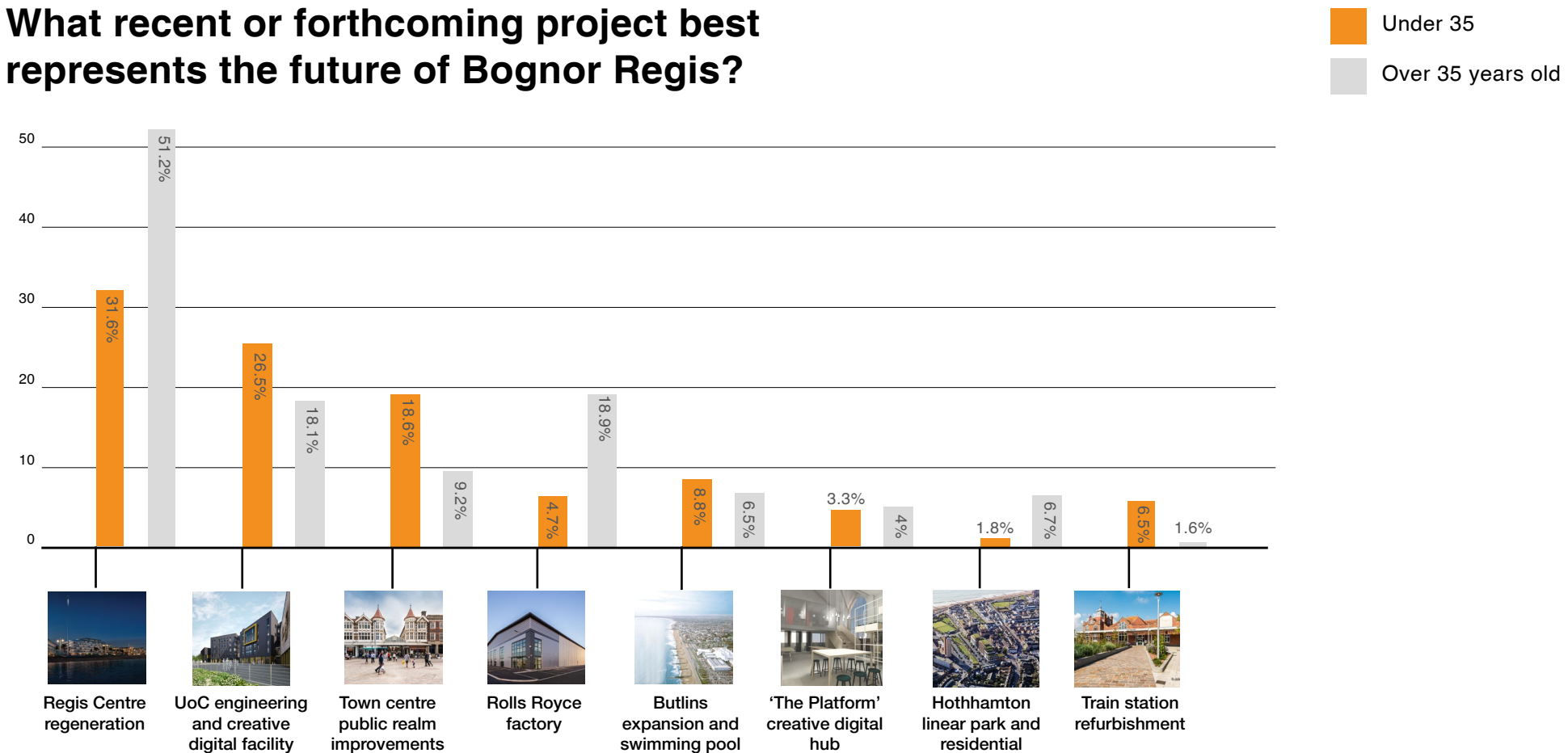
PLACE BRAND SURVEY ANALYSIS

What does Bognor Regis need?



‘An incentive to stay- for graduates, tourists and startup businesses’ was also a high-ranking topic that needs careful consideration. We know that the new UoC Tech Park facility will bring an additional 1000 students to the town when fully occupied. There is a requirement for the place brand to feel youthful, vibrant, energized and appealing to this important demographic who can help shift the conservative mindset and age imbalance in the town. The challenge for Bognor Regis and ADC is then how to retain these young, creative and aspirational people in the town.

What recent or forthcoming project best represents the future of Bognor Regis?



PLACE BRAND SURVEY ANALYSIS

Which three words or phrases below best describe Bognor Regis?

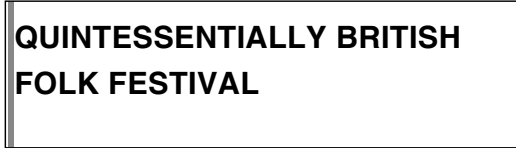
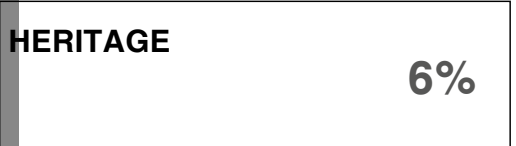
SUNNY	52.5%	CHARMING	4.5%
TOURIST DESTINATION	28.5%	CLOSE-KNIT	4%
DIVERSE	25%	GROWING	3%
FRIENDLY	22.5%	UNIVERSITY	2%
UNTAPPED	20.5%	OTHER	1%
ELDER-FRIENDLY	20%	PROGRESSIVE	1%
RICH HISTORY	20%	BUSINESS FRIENDLY	1%
QUIET	18%	WILLIAM BLAKE	01%
FAMILY ORIENTATED	14%	CULTURALLY RICH	01%
STUDENT FRIENDLY	13.5%	INNOVATIVE	0.3%
NATURALLY BEAUTIFUL	10.5%	CREATIVE	0.3%
ACCESSIBLE	9.5%	HIGH-TECH	0.2%
UNDISCOVERED	9%	SOPHISTICATED	0.1%
AUTHENTIC	9%		

Over 50% of people selected 'sunny' as the word that best described Bognor Regis - significantly more than the next most popular phrase, 'tourist destination'.

The place brand needs to help improve the association of creative digital (UoC / The Platform) and high-tech industry (Rolls Royce) with Bognor Regis as well as highlight the connection to William Blake.

PLACE BRAND SURVEY ANALYSIS

If you had to choose one of the photographs for a Bognor Regis picture postcard, which would you choose?



PLACE BRAND SURVEY THEMES

01

Negative Perceptions / Bad Reputation

Bognor Regis has a significant reputation problem. It is seen as dated, cut adrift, scruffy and lacking direction. Long standing stereotypes and preconceptions that have been perpetuated by the media have created a lack of optimism from some of the town's residents and an external misunderstanding of the town.

- a. Lack of Focus / Lack of Identity
- b. Joke Town vs Comedic Personality
- c. The Name

04

Potential - Unknown, Unspoilt & Untapped

An emerging optimism and confidence are displacing the parochial attitude of old and there are green shoots of positive change starting to appear as Bognor Regis continues its re-invention as a 21st century coastal town.

02

Quality of Life - Location & Liveability

The uplifting coastline and proximity to the West Sussex countryside provides an attract lifestyle for the town's 60,000 residents and defies many external pre-conceptions of Bognor Regis.

- a. Seaside
- b. Countryside (South Downs)
- c. Surrounding Villages
- d. Connectivity
- e. Affordability
- f. Health & Wellbeing

05

Small Town / Quiet

The small scale of the town is viewed as a positive aspect in terms of walkability and access to quiet and quaint surrounding villages but the 'small town mindset' is highlighted as an issue for Bognor Regis.

03

Lack of Variety, Entertainment & Nightlife

The lack of quality retail and leisure offer in the town centre and seafront is rightly highlighted as a major issue for Bognor Regis.

The leisure and culture offer for young people is poor – there are very few 'hangouts' for young people. There is a very real sense that people, especially young people and university graduates, don't have the desire to stay in Bognor Regis.

06

Climate/ Weather / Sun

The unique microclimate is often described as Bognor Regis' defining factor.

PLACE BRAND SURVEY THEMES

07

History / Heritage

Whilst there is a lot to embrace from Bognor Regis' evocative history and Sir Richard Hotham's original vision for the town, there is a realisation that Bognor Regis needs to look forward and not rely on nostalgia linked to past glory days.

- Old Fashioned vs Tradition & Nostalgia
- Architecture
- Royal Connections
- Quirky Events

10

Butlins

There is a real split in opinion about Butlins. Many people believe that it tarnishes the town's reputation as a 'cheap and tacky' holiday destination but others understand the importance of Butlins to Bognor Regis' economy.

08

Unsafe & Scruffy

For many people the scruffy appearance of some areas of the town centre and seafront symbolises the decline of the town from proud coastal resort to faded seaside destination.

A significant percentage of young people and UoC students, particularly young woman at night, also have concerns for safety.

11

Education / University

There is a realisation that improving the student experience in Bognor Regis is vital to the town's future success. People believe that more needs to be done to establish Bognor Regis as a university town.

09

Lack of Local Pride / Optimism & Community

There is an obvious tension / hostility towards immigration from a small section of the community. Local people have acknowledged a lack of community (that has resulted elements of segregation and sometimes overt racism towards Eastern European residents) and a lack of desire from some residents to change any of that.

12

Other

1. The Name
2. Joke Town
3. Struggling Economy

01

Negative Perceptions / Bad Reputation

POSITIVE SENTIMENT

- *Bognor has a bad reputation - but only with those who haven't seen it!*
- *Bognor - it's not Brighton or Chichester or Littlehampton - it's its own place, and striving to be a better version of itself.*

NEGATIVE SENTIMENT

- *The town has a significant reputation problem. It is seen as stuck in the past, cut-off, dirty and culturally backward. It isn't this, but that's almost certainly the perception.*
- *The perception of poverty in comparison with neighbouring towns such as Worthing, Littlehampton or Chichester.*
- *The beach should be Bognor's biggest asset, but it seems to be forgotten about.*
- *It has lost its identity and what it could be. It's not cute or cool or nostalgic, and neither is it a cosmopolitan up-and-coming town.*

02

Quality of Life - Location & Liveability

The obvious USP of Bognor Regis is the Seafront, the sheltered sea, the award-winning beach, the esplanade and the pier. Add to that the variety of parks and gardens, particularly Hotham Park with its grand house, a recovering retail centre with a wide selection of independents as well as brand name stores and you have a town well worth a visit.

SEASIDE

- *The sea and beach are what is best about Bognor but these are under promoted and under projected outside the town.*
- *Our feel-good factor is certainly the seaside and the natural environment.*
- *The essence of true British seaside.*
- *The beach is my sanctuary and although it might be a pebble beach compared to sandy West Wittering, it's still amazing first thing in the morning when the sun is coming up.*

COUNTRYSIDE (SOUTH DOWNS)

- *Visitors know there is a beach here but not all visitors know about Bognor's surroundings.*
- *The Downs give Bognorians an opportunity for space and perspective - they provide a natural protective border, looking out onto the sea.*

AFFORDABILITY

- *Cheaper to buy bigger properties with studio space / gardens than Brighton.*

SURROUNDING VILLAGES

- *The Georgian buildings make it look attractive and it is surrounded by pretty little villages.'*
- *Locally, Pagham Harbour has a wonderful nature reserve and the village of Nyetimber has several good pubs known locally as 'The Zoo' (The Lamb, The Bear and The Lion).*
- *Surrounding quiet and clean beaches, Felpham and Middleton.*

CONNECTIVITY

- *Mainline from London.*
- *40 minutes from Gatwick.*
- *Open space, clean air - great location for tourists to use as base.*

HEALTH & WELLBEING

- *Restorative seaside destination.*
- *From years Bognor was the place to recover from illness related to living in a smoky city. It could play on this - the place to recharge.*

03

Lack of Variety, Leisure, Entertainment & Nightlife

POSITIVE SENTIMENT

- *It is a great place for entertainment - Birdman, Rox, Alexandra Theatre and the Picturedrome.*
- *Bognor Regis - home of the Techno Pier.*
- *Thriving amateur music scene from 'open mics', community choirs, classical to annual folk/rock events.*
- *Fantastic independent cinema in a beautiful historical building. Well loved, valued and always busy.*

NEGATIVE SENTIMENT

- *No visitor attraction, no decent shops or restaurants. There is nothing to draw visitors to the town and most residents go elsewhere to find decent shops.*
- *There is not much opportunity on the seafront to spend time*
- *Not welcoming to young people with its lack of appropriate facilities and activities.*
- *Lack of culture.*
- *Unfortunately, the slightly eclectic, bohemian, artsy Bognor we love has been let down by ADC in that many of its beautiful historic buildings have been demolished over the years and been replaced by unattractive and unsympathetically designed buildings lacking in beauty and character.*
- *Lack of quality eateries and independent shops.*
- *It feels like the Town has died. The friendly atmosphere has gone, the decent shops have gone.*

FORGOTTEN YOUTH

- *Young people come here for the university. They want a diverse and exciting town with lots of night life and music and fun. They've got one rubbish night club and no decent live music scene.*

QUIRKY EVENTS

- *Bognor has always had a wide range of quirky and fun activities with a background of socialising and relaxing in a holiday seaside town range of activities.*
- *The seaside and beach can be claimed by many miles of coastland towns in the UK. Comic is the wrong fit but concentrating on the independent shops and Bognor's quirkiness is a stronger image. One proviso here - Britishness is an awkward term considering the number of Eastern Europeans who have made Bognor their home. Any town identity should incorporate and not exclude them.*

04

Potential - Unknown, Unspoilt & Untapped

UNTAPPED POTENTIAL

- *Today Bognor has a fantastic opportunity to evolve into a thriving, diverse community where people are both excited and proud to live.*
- *It has huge potential, with proximity to all other south coast attractions, and a great University campus with lots of assets for conferencing, sports, holiday and learning activities.*

UNKNOWN & UNSPOILT

- *Bognor Regis has survived the 20th century without being spoilt in becoming an arcade filled, and over developed seaside town.'*
- *Uncommercialised which makes a pleasant change from the crowds of Brighton or Bournemouth.*
- *It's not overcrowded - there's space to breathe.*

05

Small Town / Quiet

POSITIVE SENTIMENT

- *Small town living.*
- *A small town means everything is accessible.*
- *It's very quiet out of season, with not masses of things to do, but surrounded by wonderful places.*
- *Beautiful seaside town with lots of holiday history. Great for independent shops/cafes/etc.*

NEGATIVE SENTIMENT

- *It's just another dying seaside community.*
- *Not enough smart restaurants. No investment in the town centre.*
- *No decent pubs, few decent restaurants, lack of independent shops, no community spirit.*

06

Climate/ Weather / Sun

CLIMATE/ WEATHER / SUN

- *The weather is superb.*
- *Sunniest town in the UK.*
- *Sunniest place in England (per Met Office records).*
- *The skies are often blue.*
- *The 'sunshine capital' of the UK.*

07

History / Heritage

POSITIVE SENTIMENT

- *I feel there is a rich history which is still evident, although perhaps a little under-exposed.*
- *Richard Hotham, the founder of Bognor, left a legacy which should be built on. Hotham Park is now beautiful and the cafe a superb oasis from the noise of traffic in a sea of green.*
- *I'm always surprised at how many artists have an association with Bognor Regis. William Blake, Dante Gabriel Rossetti and the pre-Raphaelites, James Joyce, even Virginia Woolf came and stayed here (although she wasn't too keen judging by what she wrote).*

NEGATIVE SENTIMENT

- *The history of Bognor, as perceived by others, is either Butlins or Bugger Bognor, neither of which are (in my opinion) good places to start. Looking back is a problem as the town needs to leave behind the 'kiss me quick' image and move on to something new.*

ROYAL CONNECTIONS

POSITIVE SENTIMENT

- *More 'Regis' and less 'Bognor' please.*
- *Bognor Regis' rather obscure historic royal link makes it unique.*

NEGATIVE SENTIMENT

- *The quote "Bugger Bognor" has a negative connotation for the town.*

OLD FASHIONED VS TRADITION & NOSTALGIA

POSITIVE SENTIMENT

- *For me it's all about nostalgia. It's my home town. I was born here, and it where I come back to when I want to feel at home.*
- *The seafront is very traditional and has a lovely promenade.*
- *It is a beautiful place and really represents the classic British sea side.*
- *I feel Bognor is a largely unspoiled and old-fashioned sea-side town, the pier, the crazy golf, The Steyne make me think of the traditional English seaside resort. Hotham Park and the regency houses are attractive.*

NEGATIVE SENTIMENT

- *Old style 'kiss me quick' seaside town with lots of elderly people.*
- *Ageing and elderly population.*
- *It's not moving forward towards the young people.*
- *A tendency to look back and not forwards.*

ARCHITECTURE

POSITIVE SENTIMENT

- *Beautiful Georgian buildings*
- *The Victorian architecture gives a feeling of endurance and history.*
- *Pockets of period housing and character, such as South Bersted.*

NEGATIVE SENTIMENT

- *Poor planning decisions in the past resulting in architectural disasters that hamper cohesive living and are not fit for purpose, having a negative effect upon the wellbeing of the population. As a result, Bognor is seen as poor, unclean and populated by unhappy, unsuccessful people.*

08

Unsafe & Scruffy

SCRUFFY - RUNDOWN, DILAPIDATED, DIRTY, TIRED, WORN-OUT

- *A lot of business and properties look scruffy. This holds back Bognor's image.*
- *When you walk out of the train station, the new public realm area is nice, but the rest of the town feels run down and dirty. There is no vibrancy to the town and so I would not visit for leisure.*
- *Bognor has become quite rough looking; the shops are quite tatty and the high street is quite unappealing. It does not feature any elegance anymore, the town is just not what it used to be when it was a vibrant, fun, seaside town and popular holiday destination. The seafront is also looking very tired and lacks welcoming community spaces.*

UNSAFE - CRIME & ANTI-SOCIAL BEHAVIOUR

- *High crime rate, neglected public areas and streets.*
- *I really don't feel safe walking through town at night and heard some terrifying stories, it all feels half-hearted and like no one cares.*
- *Violence and crime seem to be abundant in this place with students a popular target. With girls being at most risk. This town should be torn down and made from scratch.*
- *It's not a nice place to live. I've lived here my whole life. There's very little to do in town. I've been verbally assaulted for wearing a suit whilst walking through town. I've also been assaulted or chased repeatedly after a night out at Sheiks.*
- *The perception and hearing the news is that crime/anti-social behaviour is a problem. I do go to the town centre, I come for networking events, the cinema and theatre.*

09

Lack of Local Pride & Optimism / Community & Diversity

LACK OF LOCAL PRIDE & OPTIMISM

- *I don't really know the town that well but when I speak to people who live there they seem to feel slightly embarrassed about their association with the place.*
- *Lack of aspiration of local population.*
- *Lots of people moan about any changes and the paper press and social media seem to stoke up tensions and often attack people for trying to make improvements. There lots of good community, council and business folk who are trying to help and they need to be supported with more people taking action rather than moaning and criticising everything.*
- *It's a town stuck in the dark ages with locals unwilling to let it evolve because they don't want it to change.*
- *Elements of the local community that will not support any initiatives and drags down the positivity of others who wish to see change.*

COMMUNITY

POSITIVE SENTIMENT

- *It has a real community feel but seems like lots of smaller communities co-existing around each other, rather than one community.*
- *A unique blend of nationalities.*
- *Having a strong international residence and footprint means you can get huge numbers of Europeans coming over for their summer holidays.*
- *There is a perception locally that Bognor is full of hostels for ex-offenders, drug addiction refuges, homeless hostels etc. Also, that the immigrants denigrate local community rather than enhance the area. I think we should be shouting about how well immigration works for Bognor, with many Eastern European workers providing the financial backbone of our local economy. When I shop in Bognor, the people with money to spend are people who have chosen to make Bognor their home, from many backgrounds, cultures and countries. Let's find a way to celebrate the many cultures in Bognor and show that it works.*

NEGATIVE SENTIMENT

- *Feelings of division in the community.*
- *Fragmented community which does not foster positivity.*
- *Many locals are very anti-immigration. The attitude towards Eastern European community makes the town seem like a bad place. We should welcome diversity.*
- *Recent immigration from Eastern Europe has led to unpleasant levels of racism and xenophobia.*
- *Polarisation between rich and poor. e.g. Aldwick, Pagham and Felpham villages are higher quality areas when compared to the town centre which crime, drugs, alcohol and homelessness.*

10

Butlins

POSITIVE SENTIMENT NEGATIVE SENTIMENT

- *Butlins and the seaside makes Bognor feel like a holiday resort.*
- *Bognor is not unique, maybe only in fact it has 1 of 3 Butlins in England.*
- *Butlins and its visitors makes it different from other sea-side towns.*
- *Without Butlins I believe the town would struggle.*
- *Stop twinning Bognor with Butlins! This is part of the depressing, tacky seaside image. Why can't we have independents and be more like Brighton used to be?*
- *Bognor should be more than Butlins (which I think brings little to the town itself as everyone stays on the Butlins site) - where are the hotels for ordinary holidaymakers - The Royal Norfolk is only interested in the coach holidays of the hotel owners.*
- *Butlin's is a PROBLEM, not an asset. It's just a gigantic carbuncle on the edge of town, dragging the whole place down and putting nothing back. The 'new swimming pool for Bognor' is nothing more than a new pool for Butlin's, which the local residents cannot use.*

11

Education / University

- *We are a university town.*
- *The University campus offers local people many opportunities to develop and engage in activities to broaden their life experience.*

12

Other

JOKE TOWN VS COMEDIC PERSONALITY

POSITIVE SENTIMENT

- *People laugh at Bognor - let's use it in a positive way – humour, saucy seaside postcards and the Clown Convention.*

NEGATIVE SENTIMENT

- *It's a bit of a piss take - when I say I am from Bongor Regis people laugh - especially people in Chichester.*
- *The epitome of a declining seaside town.*

THE NAME

- *I'm inclined to think you've got your work cut out for a town with BOG in the title, but good luck with that. Concentrate on the things that are least Boggy, i.e. sunshine and beach.*
- *The name is a national joke and often crops up as the booby prize.*
- *The word Bognor is deeply unattractive.*

ECONOMY

- *Its low-wage, low-skill economy.*
- *Surrounded by a donut of 'affluence' but not reaping the benefit of it.*
- *Lack of investment.*
- *The shops are all geared to the lower economic demographic.*

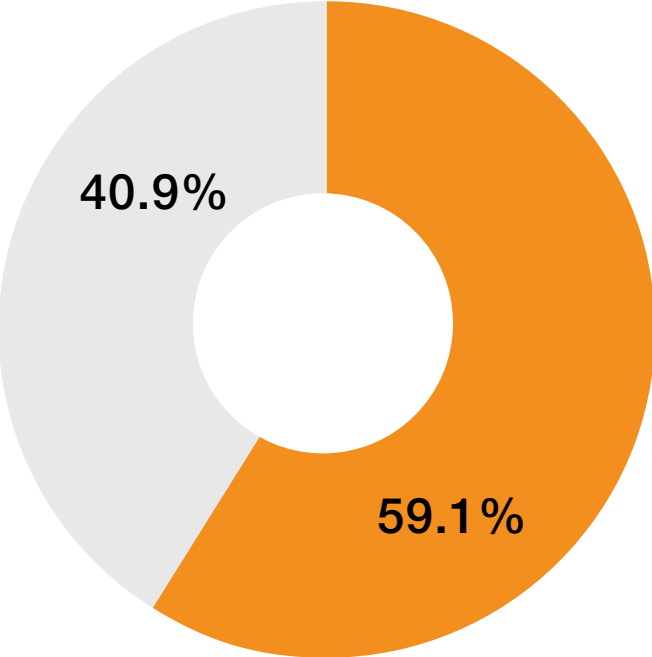
BOGNOR REGIS ASSETS

Physical Assets	Events	People of Note
The Steyne	Birdman	William Blake
Picturedome	South Downs Folk Festival	Sir Richard Hotham
Reynolds Building	Clown Convention	David Purley
Waterloo Square,	Carnival	Dante Gabriel Rosetti
WW2 relic on Aldwick beach	Rox	James Joyce
UoC Campus	10k Race	Eric Coates
Pier		Cynthia Payne
Royal Norfolk Hotel		Robert Smith of The Cure (???)
Mulberry Harbour		King George V
Hotham Park		Mary Wheatland
West Park		The Purleys
Marine Park Gardens		Arthur Sullivan
Churches Arcade		Mary Wheatland
Bandstand		
Alexandra Theatre		
Recital Hall		
Turners Pies		
Tonsorial Parlor		
The William Hardwicke		
Craigweil House		
Pagham Nature Reserve		
Surrounding Villages		
Aldwick		
Pagham		
Elmer		
Felpham		



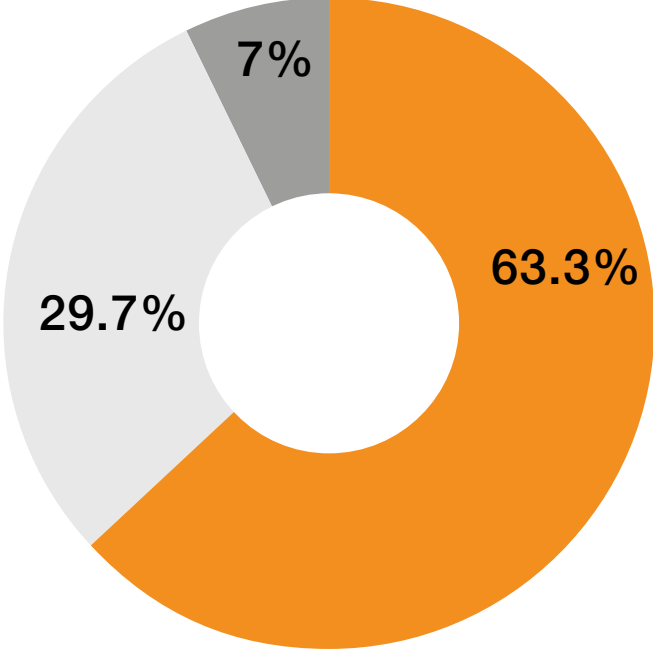
SOCIAL MEDIA SENTIMENT

Demographics



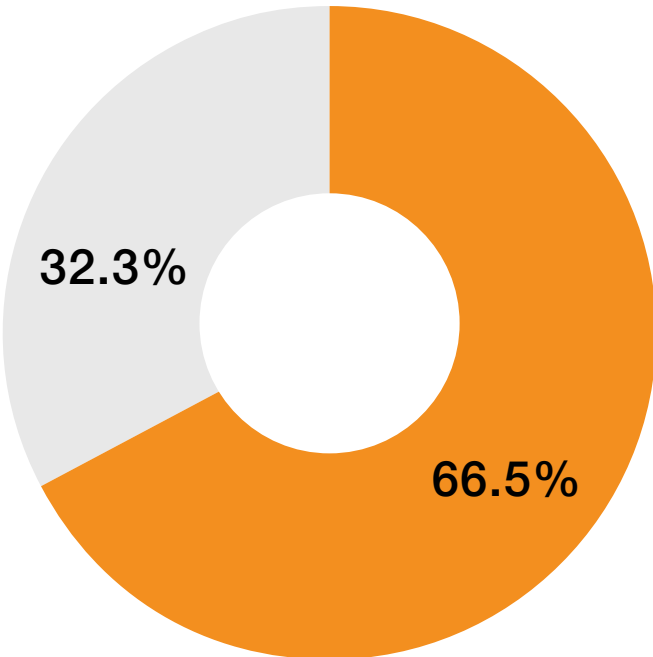
- MALE
- FEMALE

Sentiment



- NEGATIVE
- POSITIVE
- NEUTRAL

Share of posts



- RETWEETS
- ORIGINAL POSTS

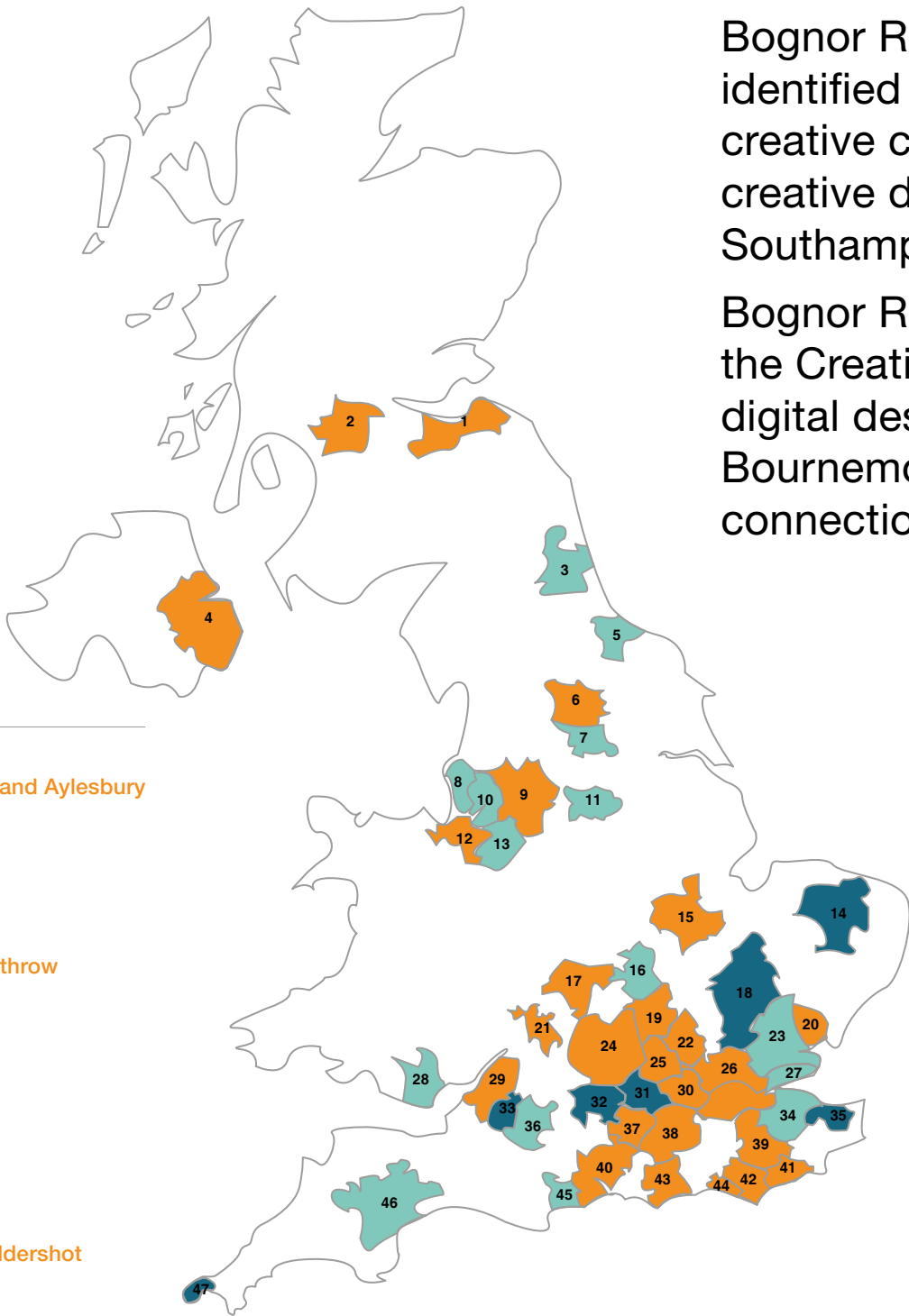


OPPORTUNITIES

Type of cluster

- High concentration and growth
- High concentration
- High growth

- 1. **Edinburgh**
- 2. **Glasgow**
- 3. **Newcastle**
- 4. **Belfast**
- 5. **Middlesbrough and Stockton**
- 6. **Harrogate**
- 7. **Leeds**
- 8. **Liverpool**
- 9. **Manchester**
- 10. **Warrington and Wigan**
- 11. **Sheffield**
- 12. **Chester**
- 13. **Crewe**
- 14. **Norwich**
- 15. **Peterborough**
- 16. **Northampton**
- 17. **Leamington Spa**
- 18. **Cambridge**
- 19. **Milton Keynes**
- 20. **Colchester**
- 21. **Cheltenham**
- 22. **Luton**
- 23. **Chelmsford**
- 24. **Oxford**
- 25. **High Wycombe and Aylesbury**
- 26. **London**
- 27. **Southend**
- 28. **Cardiff**
- 29. **Bristol**
- 30. **Slough and Heathrow**
- 31. **Reading**
- 32. **Newbury**
- 33. **Bath**
- 34. **Medway**
- 35. **Canterbury**
- 36. **Trowbridge**
- 37. **Basingstoke**
- 38. **Guildford and Aldershot**
- 39. **Tunbridge Wells**
- 40. **Southampton**
- 41. **Hastings**
- 42. **Eastbourne**
- 43. **Chichester and Bognor Regis**
- 44. **Brighton**
- 45. **Bournemouth**
- 46. **Exeter**
- 47. **Penzance**



Bognor Regis (and Chichester) have been identified as a “high concentration and growth creative cluster” – making it the preeminent creative digital coastal town between Southampton and Brighton.

Bognor Regis is ideally located as part of the Creative Coast network – a creative digital design community extended between Bournemouth and Brighton with direct connections from Bognor Regis to London.

Average House Prices	
London	693,505
Brighton and Hove	391,316
Portsmouth	213,139
Southampton	223,040
CWS	327,568
Worthing	285,562
Chichester	376,500
Bognor Regis	265,556
Shoreham	382,654

Rightmove, 2017.

What does Bognor Regis need?

An incentive for young people to stay. Something for long term locals to be proud of. It needs a clear and cohesive vision to work towards, action from the leaders (both business and political), involvement from the residents and a place brand story that supports the development of a more integrated and a happier community with a common purpose, love for their town and belief that the Bognor Regis is on a positive trajectory.

What Bognor Regis is NOT...

Before we define Bognor Regis' purpose, values and personality (i.e. all the things that define the town) it's just as important to say what it isn't.

Old-fashioned / Nostalgic

Bognor Regis is more than just the place in the postcards.

Looking back is a problem. The town needs to leave behind the "Kiss Me Quick" image and move on to something new. Something more youthful, more vibrant, cosmopolitan, up-and-coming and forward-looking that is optimistic and presents opportunity, that is based in reality and doesn't paper over the cracks.

It's time to break free from the reputation as a boring faded coastal town and the sadder side of seaside fun that give the impression of a town past its glory days.

Bognor Regis Values & Personality

- **Decisive and determined**

- A place with ambitions; that knows where it wants / needs to be
- Newly rediscovered sense of purpose and feel-good factor
- A unified and optimistic outlook
- Emerging optimism and confidence
- Green shoots of positive change
- Defy many external pre-conceptions

- **Forward looking, progressive and embracing change**

- Harness the spirit, energy, entrepreneurship and intelligence of new generations
- Positive stories of diversity / immigration that shine through

- **Connected and creative**

- Embracing the future as a 21st century coastal town
- Burgeoning creative digital and advanced manufacturing sectors

- **Youthful, vibrant and skilled**

- Harnessing the energy of youth sparks to reenergise young people about their prospects in the town
- Redressing the demographic imbalance
- Entrepreneurial spirit

- **Proud coastal resort**

- Seaside renaissance
- Uplifting coastline
- Restorative - a place to recharge

- **Timeless charm**

- Tradition as a place for quirky entertainment and English eccentricity
- We're not glamorous, we're not posh or pretentious and we don't take ourselves too seriously

THE BIG IDEA

Translating the objectives and evidence base into a focussed creative thought to stimulate and guide the expression of the brand (visually and verbally).

BLUE-SKY THINKING

- *The activity of trying to find completely new ideas*
- *Creative ideas that are not constrained by preconceptions*
- *Casual contemplation— lie on your back, watching the clouds, pondering disparate thoughts*



THE BIG IDEA

Translating the objectives and evidence base into a focussed creative thought to stimulate and guide the expression of the brand (visually and verbally).

This proposition will inform every aspect of the brand identity and guide future comms / marketing initiatives.

Blue-sky thinking can become a sentiment and focus that combines Bognor Regis' most significant, attractive and evocative place making assets:

1. Proven record as being the UK's sunniest place with its subsequent quality of life / lifestyle benefits
2. The ambition and skills of the burgeoning creative digital and advanced manufacturing sectors that are driving the town's new economy
3. A commitment to drive forward bold and innovative proposals that unlock the full potential of Bognor Regis

Embedding blue-sky thinking as the foundation of the place brand can help engender a more positive outlook amongst the existing community as well as place the town as location with ambition and opportunity; two key attractions for businesses and a demographic that can help Bognor Regis make the change it needs to develop and prosper.

Blue-sky thinking will inspire an imaginative and positive mindset that encourages residents (current and future), visitors and business to look forward, realise potential and be part of a movement contributing to the renaissance of thriving seaside town.

The idea that the residents, visitors, business, education, local authority etc become engaged in free and original thinking, without restraint and can work together to find the best way forward for the whole town.

The most valuable attribute a place can have is a community that discusses and embraces fresh, challenging and innovative ideas. This approach has been successful in regenerating seaside towns like Margate that are redefining their historic faded reputations through innovative grass-roots schemes and small pro-active groups within a community solving problems by addressing them informally and affecting positive change.

Using the principles of blue-sky thinking, the town can overcome some of the social, economic and regeneration challenges it's facing.

Looking to the future with your thoughts, like standing on the Bognor Regis promenade looking for miles and miles out to sea into the horizon of a blue sky.

SUPPORTING THEMES & MESSAGING

The most important words, messages and themes that need to be woven into / engrained in all aspects of the Bognor Regis place brand story.

1. Bold Ideas & Big Fun

- **Classic British Seaside Larks**
- **Live Well on The Sun-Kissed South Coast**

2. Sunshine State

- **Quality of Life / Liveability**

3. Unspoilt Charm & Untapped Potential

4. Success by The Sea / Creative Coast

5. Hotham's History

6. Royally Radiant

01 BOLD IDEAS & BIG FUN

Newly rediscovered sense of ambition.

Whilst Bognor Regis is an intimate coastal town, it's also a university town with a highly successful and well-loved university, with a long tradition of training great teachers and a reputation for promoting and valuing equality and diversity.

The new Tech Park facility is delivering 1500 new science, technology, engineering and maths undergraduate and postgraduate student places per year by 2020.

The 'Gardens by the Sea' regeneration masterplan for these two sites will enable large-scale mixed-use development to come forward and will include a new 3000 sq m Winter Gardens and cultural hub. The Council and partners are committed to driving forward bold and innovative proposals to unlock the full potential of Bognor Regis.

Bognor Regis is a university town. It should be and can be a place for students to socialise and grow to love.

The "Tech Park" is a major opportunity for Bognor Regis to harness the energy of these young, bright sparks and re-energise young people about their prospects in the town. Retaining some of the graduates in the town is imperative for Bognor Regis to achieve its regeneration goals.

The place brand needs to illustrate how the new university facility will help shift the working age demographic profile of the town and help create a more vibrant town centre dynamic.

The new University of Chichester Tech Park facility is nurturing 'skills for the future.'

The place brand can help dispel the perception that Bognor Regis is nothing more than a faded seaside town. If it's good enough for luxury car maker Rolls Royce and national treasure John Lewis (who host large scale conferences at Butlins!) then it can't be so cheap after all?

Bognor Regis is shifting from a place that is has been conservative in its mindset to a town that is not afraid to change, take risks (and sometimes fail). Being passive for too long has not served Bognor Regis well. The place brand should challenge the local authority, residents, businesses and visitors to do more and enable, support and nurture those that are willing to contribute to the town.

This spirit needs to become embedded within the conscious of those that live and work in the town but most importantly lived through the actions of Arun District Councils and their philosophy towards placemaking.

01 CLASSIC BRITISH SEASIDE LARKS

Home to Butlins, amusement arcades, Sheiks (the nightclub on the pier affectionately known by locals as the “Techno Pier”) and a plethora of fish and chip shops.

Bognor Regis has a long tradition as a place for quirky entertainment and English eccentricity. Witness the annual Birdman competition – along with the Clown Convention, Southdown Folk Festival and Bognor Rox.

For many summers, men, women and their magnificent flying machines (or often simply strapped on feathers!) have competed in the International Birdman Series for a £30,000 prize by hurling themselves off a platform on Bognor pier. Only in Bognor Regis!

At the treasured Picturedrome cinema – there’s nowhere else you can enjoy a new release film for £2.50 during the week and £3.50 at the weekend!

Recreation is a key motif – the distinct narrative of leisure in Bognor Regis reveals something of what it means to be English.

Bognor Regis is nationally - if not internationally - synonymous with Butlins. Butlins holiday resort is a major local employer and stakeholder. With about 350,000 guests staying annually between 3 to 7 nights and using not only many of the on-site attractions but also the seafront and facilities within the town centre, they are the undisputed powerhouse of Bognor Regis’ tourism offer and seaside economy.

Many local people believe Butlins takes more than it gives back and that their presence in Bognor Regis only really benefits Butlins and not the town itself as guests tend to stay exclusively on the Butlins site without visiting or spending money in the town centre.

These ideas are not totally unfounded, but the reality is that the town centre offer isn’t exciting enough to entice visitors from Butlins and historically pedestrian connections have been poor – although this is now being improved with a multimillion-pound new leisure facility

Some residents believe that Butlins’ historical association as a cheap and cheerful holiday resort is negatively impacting the image of Bognor Regis

Whilst there is nothing wrong with this aspect of the Butlins offer, the place brand must shift perceptions and help Bognor Regis be known as more than just a cheap holiday location.

02

LIVE WELL ON THE SUN-KISSED SOUTH COAST

Sunshine State

Forget the Balearics – come to Bognor Regis; the UK’s sunniest and original purpose-built seaside resort.

It’s true – the sunshine hours and climate are better than anywhere else in the UK

If you’re looking for a holiday in the sun or just a happier, better quality of life; think Bognor Regis.

Bognor Regis on the sun-kissed south coast is officially recognised by the Met Office as being the sunniest place in Britain.

After studying weather patterns from the past 29 years, the Met Office calculated that Bognor Regis gets 1,902 hours of sunshine every year.

The secret to the sunshine in Bognor Regis is its microclimate, nestling in a secluded corner of West Sussex protected from northerly winds by the South Downs, and partly sheltered from wet and windy westerlies by the Isle of Wight and the Selsey peninsula.



02

LIVE WELL ON THE SUN-KISSED SOUTH COAST

Quality of Life / Liveability

It's no surprise that local residents and visitors to Bognor Regis describe the town's feel-good factor as due to its unique location nestled between the South Downs and the sea.

We asked local people - what makes Bognor Regis unique? Overwhelmingly, the number one response was the town's proximity to a beautiful natural environment.

Its coastal location makes Bognor Regis a great location for marine related activities, stretching from engineering businesses and those more closely associated with leisure and recreation.

Positioned between two of the South East's great cultural centres, Chichester and Brighton, and surrounded by genteel villages, picturesque quays, ancient castles, romantic gardens, cosy country pubs, and of course the one thing no British seaside resort would be complete without – Butlins.

The Downs give Bognorians an opportunity for space and perspective - they provide a natural protective border, looking out onto the sea.

The surrounding unspoilt villages of Felpham, Aldwick and Middleton give immediate access to shingle beaches, dune-backed sands, sailing clubs, miles of footpaths and abundance of birdlife that offer solitude and exude a timeless charm.

The wonderful nature reserve at Pagham Harbour and the village of Nyetimber with several good pubs known locally as 'The Zoo' (The Lamb, The Bear and The Lion).

"England's green and pleasant land" ~ William Blake, Jerusalem

The quality of light and soil means that Coastal West Sussex has some of the most fertile land in England making it one of the country's most prominent food and plant growing areas.

56% of the contributors to the online survey voted Bognor Regis' natural surroundings as the town's best asset.

The town centre is surrounded by a donut of 'affluence' but not reaping the benefits of it.

The surrounding local villages (Aldwick, Felpham, South Bersted etc) that are perceived as 'salubrious' are very much part of Bognor Regis life.

The place brand not only needs to embrace these places but help establish a stronger emotional and physical connection between people living in the villages to Bognor Regis town centre.



03 UNSPOILT CHARM & UNTAPPED POTENTIAL

There's beauty in Bognor Regis.

A new generation of investors, start-up businesses and young families who want to be part of the great British seaside renaissance are rediscovering and turning their attention to Bognor Regis.

We're not glamorous, we're not posh or pretentious and we don't take ourselves too seriously.

We are willing to admit that the town has become a little tired but it's creative and ambitious enough to know when it's time change.

Offering startups and established businesses some of the lowest operating costs in the south-east region.

Be part of a movement.

89% of responses to the online survey described Bognor Regis' number one personality trait as sincerity and 70% of people support the desire for change in the town.

Messaging could focus on call-to-actions that invite people to be part of the potential:

- Ride the wave
- Be part of the transformation



04 SUCCESS BY THE SEA / CREATIVE COAST

Bognor Regis is embracing the future as a 21st century coastal town.

Recent investment by Rolls Royce Motor Cars, the University of Chichester and several high-profile businesses in the advanced manufacturing sectors demonstrate a growing confidence in Bognor Regis as an investment location.

The town has a growing reputation as a forward-thinking and affordable place to live and work and enjoy uplifting coastline and proximity to the West Sussex countryside.

- Bognor Regis offers some of the lowest operating costs in the South East region.
- Labour costs are extremely competitive for the South East region.
- Bognor Regis is an international business location. London Gatwick Airport is around 40 minutes away.

The town has always been a seaside retreat for artists and writers including Dante Gabriel Rossetti and his pre-Raphaelite contemporaries, James Joyce, even Virginia Woolf and William Blake, who famously wrote Jerusalem from his Bognor Regis (Felpham to be precise) retreat...

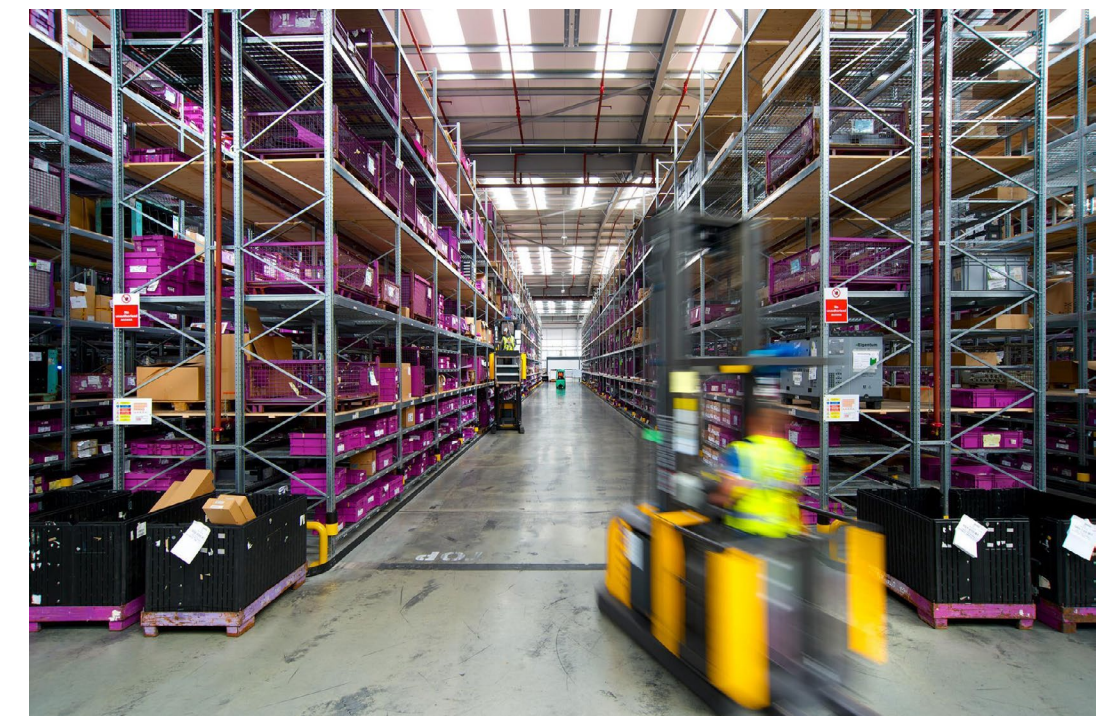
“Away to sweet Felpham, for Heaven is there; The Ladder of Angels descends thro’ the air.” ~ William Blake

Bognor Regis is a desirable location for connected and creative digital businesses, who are able to recruit good quality local talent and benefit from close links to businesses in Brighton and Hove and a direct train line to London.

Bognor Regis (and Chichester) have been identified as a “high concentration and growth creative cluster” by Nesta – making it the preeminent creative digital coastal area between Southampton and Brighton.

A digital and dynamic brand that counters the perceptions of a town that lacks energy and has an ageing population.

The Big Blake Project is promoting William Blake’s presence and work in Felpham and Bognor Regis – albeit on a low-key and local scale. The place brand should embrace this nationally significant association with William Blake and support the work of The Big Blake Project in its efforts to promote his and other high-profile writers, artists and culture icons affinity with the town.



05 HOTHAM'S HISTORY

Bognor Regis is one of the oldest Saxon sites on record in West Sussex. The town is recorded in AD 680 as Bucgan Ora meaning Bucge's shore. Bucge was one of the few Saxon women to have a place named after her. This Saxon landing place became a small fishing village.

At the end of the 18th Century (1785) merchant, politician and philanthropist Sir Richard Hotham embarked on a grand scheme to create an up-market seaside resort on the site of a small fishing village called Bognor. He purchased 1,600 acres of land for development. Sir Richard hoped King George III would visit his new town. Hothamton Crescent, known locally as the "The Dome" was built specifically for his use, alas he never came. The Dome is today part of the University of Chichester.

Elegant chunks of Sir Richard Hotham's late 18th-century vision give a feeling of endurance and history and are still evident across Bognor Regis. Tranquil rock gardens, a variety of parks, (including Hotham Park and its thriving café) and the 18th century university buildings built by Sir Richard Hotham are much loved by residents and visitors.

The cherished local independent cinema Picturedrome (1886) and the Reynolds Repository (1911) form part of a magnificent group of late Victorian/Edwardian buildings that present a great first impression for those arriving by rail.

The listed and recently refurbished Bognor Regis railway station which will house a new creative digital collaborative workspace and arts space will open in 2019.

Aldwick Road's impressive regency style buildings with sea fronting balconies, the modest, perfectly formed terraces at The Steyne and Waterloo Square, the narrow streets of the Old Town and pockets of period housing in South Bersted are imitative of the early Georgian resort architecture and give Bognor Regis' its quirky, quintessential British character.

And it all comes with a regionally relatively affordable price tag! Average house prices are significantly lower than many other parts of the South East. A typical Bognor home costs £292,864 — along the coast ion Brighton, this figure rises to £391,316 and in nearby West Wittering it rockets to £578,882.

Embracing but not relying on the prosperous history as a seaside resort supports the idea of renaissance and suggests Bognor Regis was once a great / thriving seaside town.



06

ROYALLY RADIANT

Bognor Regis' open space, clean air and award-winning beach have provided generations of holidaymakers a restorative seaside destination and a place to recharge.

In 1928, King George V came to Bognor to convalesce after a serious illness. Despite the King's now famous remark "Bugger Bognor" the Royal Family secretly loved the town (they just wanted to keep their secret to themselves!) and on the 26th July 1929 the accolade "Regis" was bestowed to the town of Bognor.



The place brand needs feel more 'Regis' and less 'Bognor'. The royal suffix should be shouted from the rooftops!

The town is called Bognor Regis - not and never Bognor. The royal decree is an asset. From now the full name of the town in all press releases, on road signs and on legal documents etc. This is the number 1 rule!

WHAT NEXT?

The HD five phase place brand process...

1

Discovery, listening and gathering

We aim to understand of the area's actual and perceived character. The output of this phase will be a detailed evidence base to develop the narrative, key themes and drive the creative direction for the visual identity.



2

Insight & Narrative

Developing the key values, themes and points of distinction which form the new Bognor Regis narrative.

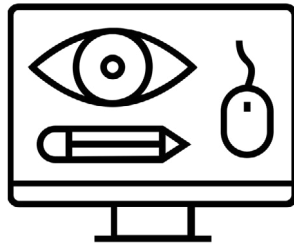


3

April

Shaping & Creating

Creative ideas and strategic direction that visually captures the essence and identity of Bognor Regis with accompanying words/slogans to communicate a tone of voice.

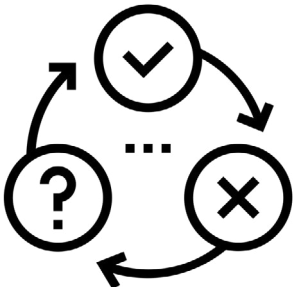


4

May

Guiding & Delivering

Materials that showcase the most effective ways to communicate the new Bognor Regis place brand and guide local businesses how to utilise it to support and strengthen their own brands.

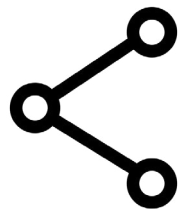


5

June

Launch & Implementation

Strategy and implementation plan including ideas for future campaigns, the launch and marketing rollout.



ROLLOUT STRATEGY

Before any place brand is launched there are a number of financial considerations, resource structures and plans to put in place first.

What needs to happen before the Bognor Regis place brand is launched?

1. Setup a Place Brand Board

Establish an arms-length partnership-led steering group that unites Local Authority, businesses (with a focus on creative digital), education, cultural organisations, developers, community groups and local leaders (who are the local people and organisations that should be recruited to inject some vitality and home-grown resonance to the place brand?) who can influence the place brand implementation / rollout and take on responsibility for future decisions and place brand development that has the most impactful and positive impact.

The aim should be to assemble the Place Brand Board and then pose the questions; What are we going to do with it? How are we going to use it? Remember this isn't a new brand for the council – this is a place brand. The council will part of the board but will be partners and not owners of the place brand.

HemingwayDesign will be part of the initial group but will gradually step back through a transition period to allow the place brand to be fully owned and carried forward by the people of the town.

The place brand board should discuss / consider the following points...

- Tactical ideas to support the launch and achieve maximum impact
- Commissioning an impactful short piece of film would be money well spent.

- Consider the audiences and what messages, words and campaigns work for different audiences. Who are the people and what are the businesses and government agencies etc that need to see this?
- How can local business and institutions help? From funding to providing resource and expertise. Continued funding will be essential to sustain impact.
- Gather data and stats that showcase the student start-up and graduate employment success stories of Bognor Regis University alumni and employees. Local people going to their local university and International graduates that have come to Bognor Regis and never left.
- Experiential strateg - How do people experience the brand values? Create reasons for people to look for it online.
- Who are Bognor Regis's spokespeople? Who are the faces behind the campaigns? The people that are put in front of the media. The people that are the focus of campaigns and continually getting the right people with the right voice talking about Bognor Regis. See "The People of Bognor Regis" document. Who are the people who can reach beyond Bognor Regis? Are there any Bognor Regis based "YouTubers" and online influencers?

2. Online Presence & Social Media

- There will need to be a place brand website that animates / brings to life the Bognor Regis Story – the place brand website should tell the story of the people and showcase the places and history that embody the narrative
- Part of a launch campaign can become a call to action that encourages residents, the business community and visitors to contribute their own thoughts and content (photography and videos) by using a dedicate place brand hashtag. The website should pull in edited / modified user generated content posted to social media using the hashtag can promote Bognor Regis through the eyes of its community. Utilising the insight, knowledge and the emotion of the people who know the town best to tell an authentic story.

- Social media handles should be established (even if it's just Instagram for launch) and populated with stimulating content that embodies the place brand key themes.
- The place brand website will link to existing online resource like the investment prospectus or Love Bognor Regis. At this stage it shouldn't aim to replace or replicate these functions or content – although in time it will be a decision for the place board as to what happens with these platforms. It could make sense to co-locate these in one place?

3. Commission Photography & Short Film to Support Place Brand Objectives

- The place brand needs to build a library of superior quality and appropriate photography and videography (film is vitally important) to support the Bognor Regis story and support / work in harmony with the visual language. New material is required but in the interim pooling resource and marketing collateral from key stakeholders. Who are the people, what are the spaces and places and what are the upcoming events that should be captured?

4. Define Clear Comms Strategy & Governance

- Place brand to be supported by destination marketing and digital marketing strategy (although this will be a major role of the place brand board). A strategy for the creation, placement and promotion of good news stories that plug into local growth and regeneration agendas and making the town's assets work better for the local community by countering negative perceptions, presenting an optimistic image of Bognor Regis and keeping positivity at the forefront of the public conscience. Continually getting the right people with the right voice talking about Bognor Regis is essential and needs to be managed.