

Appendix A

BRANDING AND MARKETING SOUTH YORKSHIRE

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Sheffield
City Region

TODAY'S DISCUSSION

- Focus on how we develop an approach to promote the region.
- Outline the challenges, opportunities and next steps to take the agenda forward.
- Ascertain the LEP's ambition and role for promoting the region.



STOCKTAKE AND CHALLENGES

- Significant and strong work underway locally to promote individual places.
- A long-standing reputation *defined for* South Yorkshire, not *by* it – underpinned by a lack of a joined up, region-wide narrative and approach to promote this.
- We lack a true understanding of how our region and the specialisms we promote are perceived by our target audiences *outside* the region.



BRAND DEVELOPMENT

- A place brand needs to reach a broad range of **audiences**, including:
 - People in South Yorkshire
 - The business community and investors
 - Students and skilled workers
 - Government ministers and policy makers
- A single brand will not meet all their requirements in one go. We need to develop a strategy which answers two questions:
 - 1) Why **live** in our region? Demonstrating the quality of life of our individual places, amplifying their respective personalities, assets and successes.
 - 2) Why **invest** in our region? Demonstrating the specialisms and strengths in the Strategic Economic Plan (SEP) to help unlock prosperity and opportunity for people, businesses and places across South Yorkshire.
- We need strong, compelling answers to **both questions** which reinforce each other to ensure the best possible chance of success.

DEVELOPING THE STRATEGY

1. Gather audience insights, to understand how to reach and influence them, and inform the strategy and narrative.
2. Develop a complete and compelling narrative, which can be adapted to different audiences and allow individual brands and identities to breathe.
3. Establish clear roles and responsibilities, based on existing expertise.
4. Build leadership and legitimacy, with South Yorkshire's story carried and amplified by a powerful alliance of ambassadors.
5. Amplify and support local identities, specialisms and success stories from across the region, its institutions and sectors.



THE LEP'S ROLE

- Draw on the expertise and networks to inform the strategy development so we have the strongest chance of success.
- Convene expertise and galvanise a coalition to promote South Yorkshire's specialisms and success stories – bringing together a broad range of actors, covering civic, private sector, arts, culture, heritage, universities.
- Support the storytelling and amplification of our region, acting as ambassadors – ensure we land attention on the region and direct people where they need to be, at the right local level.



DISCUSSION AND STEER REQUIRED

- Do LEP Board agree with the premise and suggested approach?
- What insights do the LEP Board believe we need to understand to develop a successful place brand?
- What role does the LEP Board play in developing the strategy?



THANK YOU

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