

LEP - Enterprise Zone Governance Committee

Monday, 26th September, 2016 in The Lecture Room, Lancashire Records Office, Bow Lane, Preston, at 1.00 pm

Agenda

- 1. Welcome and Apologies for Absence**
- 2. Declarations of Interest**
- 3. Creating a New Brand Identity for Lancashire's Enterprise Zones** (Pages 1 - 26)
Presented by:
Ruth Connor, Marketing Lancashire
Simon Turner, Freshfields
- 4. Date of Next Meeting**
27th October 2016, at 2pm, Cabinet Room B, County Hall, Preston



Creating a new brand identity for Lancashire's Enterprise Zones

SEPTEMBER 2016



Freshfield.

Agenda Item 3

Context

In June 2016, Freshfield was appointed to develop options for positioning and promotion of Lancashire's Enterprise Zone (EZ) sites, as well as the cluster of the four sites within the context of the LEP's strategic marketing and communications approach. As part of this process we held a workshop in August 2016, followed by a further round of consultation in September.

The challenge

We know that this is a competitive landscape nationally, so the requirement for an overarching name for the Lancashire sites that is powerful, simple and will generate interest is imperative.

It is clear that between the Enterprise Zones and its associated sectors and supporting supply chains we have an exceptionally strong offer which is much more than just four Enterprise Zone sites; highlighting that Lancashire is an international business destination with global, world-leading businesses, an excellent talent pool and a strong infrastructure.

But with lots of sectors and varied interests, how can we create a simple, aspirational brand that gives us stand-out?

Benchmarking

There are two similar destinations where a strong overarching name for several sites is articulated well; Cheshire Science Corridor and Motor Sport Valley.

Whilst these areas have a diverse sector base within them, they have centred their name on a single, clear sector using a cluster naming approach, with each Enterprise Zone forming part of this cluster.

Clustering can give us volume, critical mass and international stand out.

It is an approach that has been championed by UKTI.

Workshop talking points

- We need to sell benefits as well as features – many propositions focus on what an area is like to live in, or what the transport links are like. For most companies, it is about bottom line financial benefits first and foremost
- Motor Sport Valley and Daresbury SciTech are good examples of strong sector-focused propositions
- Proposition needs to be county wide – centred on the Enterprise Zone sites but showcasing other businesses in the county-wide supply chain
- We need to be seen as close to / part of Manchester / Northern Powerhouse
- Home of world class companies – pioneering happens here
- The sites are open, but the perception is they are coming soon
- The four zones need to be seen as one area – close to each other, working together and not competing with each other
- Global HQs are here – let the businesses and products do the talking
- It's all about relationships – need to work close with UKTI and share intelligence
- We need to be thinking critical mass / what are the collective USPs / facts and figures
- Heritage is not important – investor businesses are interested in the here and now as well as the future

Considerations

Whilst the aim of this project is to develop an identity for the Enterprise Zones, the key challenge before the design stage was to develop a naming strategy. Views were then sought from the stakeholder group via a survey on cluster naming options, EZ naming options and place descriptors.

Workshop talking points

- Brilliant range of diverse sectors
- Global capability + brands
- Underlying values of innovation, success, cutting-edge, movement and power. Lancashire industry at its best!
- We are talking to an international audience
- No need to use Airport to promote Blackpool site
- Energy has stand out
- No one sector covers all but Advanced Manufacturing and Engineering is the closest fit.
- This should not be just about EZs – it should be about our wider AM assets, think Westinghouse, PACCAR etc. We should bring it all together
- We need a unifying brand but each EZ must have its own ID.
- Please don't use 'parks' for EZ site naming
- Lancashire should be the attack brand
- Hillhouse is not about chemicals
- Energy is emerging
- Energy could be bigger than aerospace
- Hillhouse Technology Park would work
- Keep it simple, don't over complicate
- Advanced Manufacturing and Engineering covers all areas
- Samlesbury should be 'Aerospace' and Warton 'Aviation'
- 90% of our audiences for this project are international

Looking at the bigger picture

There was a lot of diverse yet valuable feedback. Many respondents saw the bigger picture but many also focused on their own EZ area. The challenge was therefore intensified in creating a naming hierarchy that suited all parties.

During the survey it was also highlighted that our approach needs to fit within the Northern Powerhouse, National Industry Strategy and Post Brexit agenda.

Naming options

To maintain the 'keep it simple' policy we recommend the cluster place descriptor should be... Cluster.

In order to give the brand and the zones a purpose and an aspirational feel, we suggest creating a brand tagline called **Powering success**. This touches on the progressive nature of the area whilst giving us a marketing hook to communicate the benefits (ie, what success means).

In any ensuing marketing we need to communicate that these areas can help achieve our goals whatever they may be (eg, financial, innovation, global defence, talent development etc).

Overleaf are three naming options for the Cluster.

The chosen route would be the parent brand with Enterprise Zones being part of it. Likewise, other sectors of Lancashire can be 'part of' the cluster. This gives the county a great foundation to grow the brand and build critical mass.

Cluster naming option 1

**LANCASHIRE ADVANCED
MANUFACTURING &
ENERGY CLUSTER**
POWERING SUCCESS

Cluster naming option 2

**LANCASHIRE ADVANCED
MANUFACTURING &
ENGINEERING CLUSTER**
POWERING SUCCESS

Cluster naming option 3

**LANCASHIRE ADVANCED
MANUFACTURING
CLUSTER**

POWERING SUCCESS

EZ naming route

SAMLESBURY AEROSPACE ENTERPRISE ZONE LANCASHIRE

*PART OF THE LANCASHIRE ADVANCED
MANUFACTURING & ENERGY CLUSTER*

BLACKPOOL ENERGY ENTERPRISE ZONE LANCASHIRE

*PART OF THE LANCASHIRE ADVANCED
MANUFACTURING & ENERGY CLUSTER*

WARTON AVIATION ENTERPRISE ZONE LANCASHIRE

*PART OF THE LANCASHIRE ADVANCED
MANUFACTURING & ENERGY CLUSTER*

HILLHOUSE TECHNOLOGY ENTERPRISE ZONE LANCASHIRE

*PART OF THE LANCASHIRE ADVANCED
MANUFACTURING & ENERGY CLUSTER*

Design Concept 1

Logo route 1.1

Page 15



LANCASHIRE ADVANCED
MANUFACTURING &
ENERGY CLUSTER
POWERING SUCCESS

Different shapes, angles and colours representing the diversity of the Enterprise Zones, coming together to symbolise one area.

FONT VALUE

Museo Sans

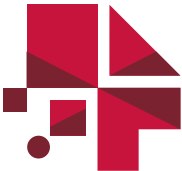
STURDY

MODERN

DYNAMIC

LEGIBLE

GEOMETRIC



SAMLESBURY AEROSPACE
ENTERPRISE ZONE
LANCASHIRE

PART OF THE LANCASHIRE ADVANCED
MANUFACTURING & ENERGY CLUSTER



WARTON AVIATION
ENTERPRISE ZONE
LANCASHIRE

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HILLHOUSE TECHNOLOGY
ENTERPRISE ZONE
LANCASHIRE

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MANUFACTURING & ENERGY CLUSTER

New Lancashire Aerospace option



EUROPEAN
AEROSPACE CLUSTER
LANCASHIRE, UK

Logo route 1.2



Different shapes, angles and colours representing the diversity of the Enterprise Zones, coming together to symbolise one area.

FONT VALUE	RECOGNISABLE	GEOMETRIC
OCR-A	OPTICAL	INDUSTRIAL
	TECHNICAL	

OCR-A's background dates back to computer engineering. The font was crafted in 1968 so it could be recognised not only by humans but by computers and technical machinery.



New Lancashire Aerospace option



**WELCOME TO
SAMLESBURY
AEROSPACE
ENTERPRISE
ZONE**

MAIN ENTRANCE



**SAMLESBURY AEROSPACE
ENTERPRISE ZONE
LANCASHIRE**

*PART OF THE LANCASHIRE ADVANCED
MANUFACTURING & ENERGY CLUSTER*



**LANCASHIRE ADVANCED
MANUFACTURING &
ENERGY CLUSTER**
POWERING SUCCESS

BAE SYSTEMS
INSPIRED WORK



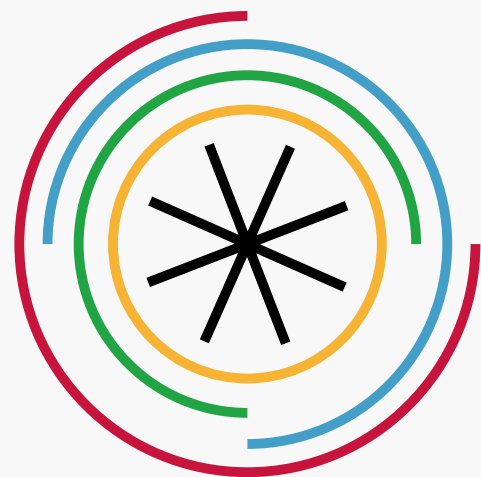
Lancashire
Enterprise Partnership

Lancashire
County Council



Design Concept 2

Logo route 2.1



**LANCASHIRE ADVANCED
MANUFACTURING &
ENERGY CLUSTER**
POWERING SUCCESS

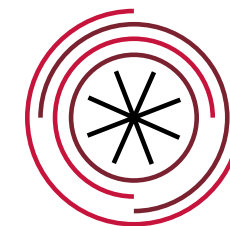
Iconic logo concept which symbolises the motion of the spinning frame (originally invented by Preston born, Sir Richard Arkwright in the Industrial Revolution). The graphic is brought to life by colours to show diversity and energy.

FONT VALUE

Museo Sans

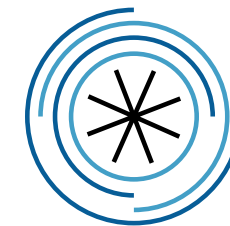
STURDY
MODERN
DYNAMIC

LEGIBLE
GEOMETRIC



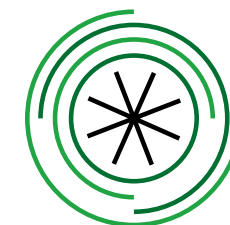
**SAMLESBURY AEROSPACE
ENTERPRISE ZONE
LANCASHIRE**

PART OF THE LANCASHIRE ADVANCED
MANUFACTURING & ENERGY CLUSTER



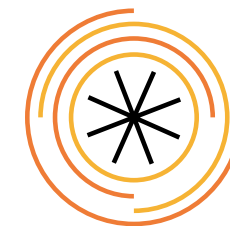
**WARTON AVIATION
ENTERPRISE ZONE
LANCASHIRE**

PART OF THE LANCASHIRE ADVANCED
MANUFACTURING & ENERGY CLUSTER



**BLACKPOOL ENERGY
ENTERPRISE ZONE
LANCASHIRE**

PART OF THE LANCASHIRE ADVANCED
MANUFACTURING & ENERGY CLUSTER



**HILLHOUSE TECHNOLOGY
ENTERPRISE ZONE
LANCASHIRE**

PART OF THE LANCASHIRE ADVANCED
MANUFACTURING & ENERGY CLUSTER

Logo route 2.2



LANCASHIRE ADVANCED
MANUFACTURING &
ENERGY CLUSTER
POWERING UK SUCCESS

Iconic logo concept which symbolises the motion of the spinning frame (originally invented by Preston born, Sir Richard Arkwright in the Industrial Revolution). The graphic is brought to life by colours to show diversity and energy.

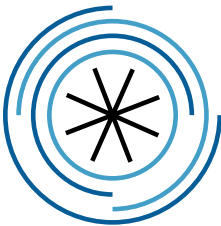
FONT VALUE
OCR-A

RECOGNISABLE GEOMETRIC
OPTICAL INDUSTRIAL
TECHNICAL

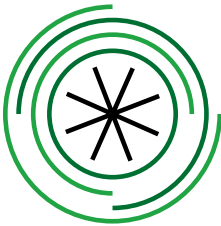
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SAMLESBURY AEROSPACE
ENTERPRISE ZONE
LANCASHIRE
PART OF THE LANCASHIRE ADVANCED
MANUFACTURING & ENERGY CLUSTER



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ENTERPRISE ZONE
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HILLHOUSE TECHNOLOGY
ENTERPRISE ZONE
LANCASHIRE
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MANUFACTURING & ENERGY CLUSTER

**WELCOME TO
SAMLESBURY
AEROSPACE
ENTERPRISE
ZONE**

MAIN ENTRANCE



**SAMLESBURY AEROSPACE
ENTERPRISE ZONE
LANCASHIRE**

*PART OF THE LANCASHIRE ADVANCED
MANUFACTURING & ENERGY CLUSTER*



**LANCASHIRE ADVANCED
MANUFACTURING &
ENERGY CLUSTER**
POWERING SUCCESS

BAE SYSTEMS
INSPIRED WORK

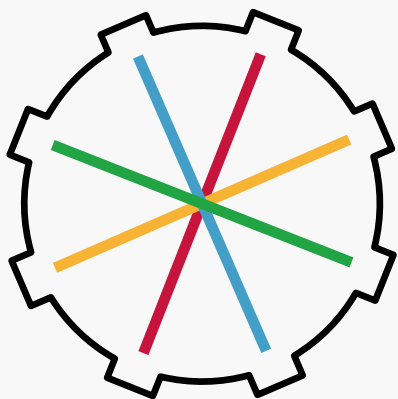


Lancashire
Enterprise Partnership

Lancashire
County Council



Logo route 2.3



LANCASHIRE ADVANCED
MANUFACTURING &
ENERGY CLUSTER

POWERING SUCCESS

Similar to concept 2.1 and 2.2 utilising the wheel but outer circle is a cog shape to represent manufacturing.

FONT VALUE

Museo Sans

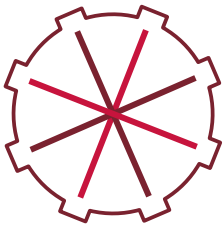
STURDY

MODERN

DYNAMIC

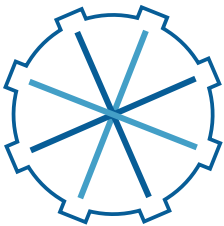
LEGIBLE

GEOMETRIC



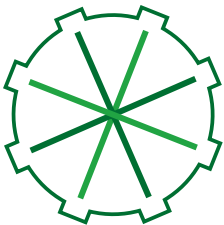
SAMLESBURY AEROSPACE
ENTERPRISE ZONE
LANCASHIRE

PART OF THE LANCASHIRE ADVANCED
MANUFACTURING & ENERGY CLUSTER



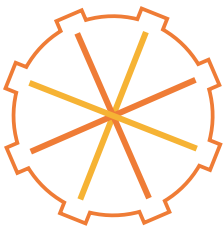
WARTON AVIATION
ENTERPRISE ZONE
LANCASHIRE

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BLACKPOOL ENERGY
ENTERPRISE ZONE
LANCASHIRE

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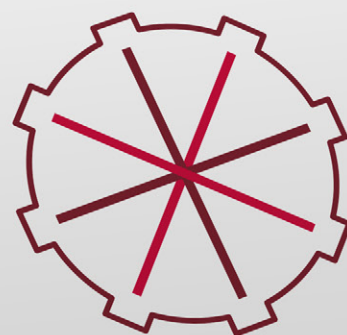


HILLHOUSE TECHNOLOGY
ENTERPRISE ZONE
LANCASHIRE

PART OF THE LANCASHIRE ADVANCED
MANUFACTURING & ENERGY CLUSTER

WELCOME TO
SAMLESBURY
AEROSPACE
ENTERPRISE
ZONE

—
MAIN ENTRANCE



SAMLESBURY AEROSPACE
ENTERPRISE ZONE
LANCASHIRE

PART OF THE LANCASHIRE ADVANCED
MANUFACTURING & ENERGY CLUSTER



LANCASHIRE ADVANCED
MANUFACTURING &
ENERGY CLUSTER
POWERING SUCCESS

BAE SYSTEMS
INSPIRED WORK



Lancashire
Enterprise Partnership

Lancashire
County
Council



Logo route 2.4

F



Similar to concept 2.1 and 2.2 utilising the wheel but outer circle is a cog shape to represent manufacturing.

FONT VALUE

OCR-A

RECOGNISABLE

OPTICAL

TECHNICAL

GEOMETRIC

INDUSTRIAL

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BLACKPOOL ENERGY
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WELCOME TO
SAMLESBURY
AEROSPACE
ENTERPRISE
ZONE

—
MAIN ENTRANCE



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BAE SYSTEMS
INSPIRED WORK



Lancashire
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