

## Place branding EOI

**Title** – Hounslow place brand development

### Summary

Hounslow Council wants to develop, in collaboration with its communities and local partners, a comprehensive place brand for the borough. The ambition is it will have wide-spread buy-in, instil a sense of community pride and be used by many stakeholders to effectively promote the borough as a place to live, work, visit and invest.

### Purpose and background

This expression of interest seeks outline views from experienced place brand specialists on how they would deliver Hounslow Council's ambitions for a comprehensive place brand. These will be used to inform a full, formal commission.

The Council wants to develop, in collaboration with its communities and local partners, a comprehensive narrative and brand for the borough. It will have wide-spread buy-in, instil a sense of community pride and be used by many partners.

This narrative / brand will facilitate the effective promotion of the borough to current and potential residents; investors and businesses; visitors and tourists; public affairs stakeholders (eg national and regional government); and potential Council employees. It will also be a tool to communicate to our residents our investment in place.

It is anticipated the narrative / brand will be multi-layered, with narrative framings and branding applications at a borough-level and lower, most likely, town centre level. It should also be adaptable for different audiences.

Its development will coincide with the below initiatives which will take place in 2024/25. All need to complement and synergise with each other.

- A Vision 2050 exercise which will see wide-spread engagement with communities, partners and other stakeholders to develop a comprehensive understanding of long-term issues and priorities, and an associated strategy and policy platform.
- A new Business Case for Growth which sets out where, and how the Council intends to use its levers and resources to invest in growth that benefits our residents and businesses.
- A new Culture Strategy.
- A new Public Affairs programme.

### Desired information

To help shape our approach to this work we are inviting interested parties to submit their views on how this work can be delivered. This can include information about the



methodology, key steps in a process and estimated time and budget needed for this. We would also welcome information about your experience in creating place brands.

Key points for consideration include:

- Stakeholder and audience mapping
- Achieving community and partner buy-in
- Delivery vehicles beyond the council, eg steering groups
- The development of the words - strapline, key messages, broader narrative for different audiences
- The development of the look-and-feel – design elements, brand guidelines, usage
- Sustaining momentum post launch, roll-out strategy, practical application, evaluation of efficacy
- Hounslow's place brand as part of West London and London

The information received will help to form our final specification for a formal bid/proposal process that will follow this Expression of interest stage.

## About Hounslow

Hounslow is one of London's most diverse, dynamic and connected boroughs. Home to 288,000 people speaking 188 different languages, we stretch from Chiswick in the East, through to Brentford, Isleworth, Hounslow and Feltham in the West, and represent people from all walks of life.

Strategically situated along the A4/M4 corridor and bordering Heathrow Airport, the borough links central London with the rest of the UK and beyond. Coupled with the eight London Underground stations and seven mainline stations, we are one of the best-connected places in the capital.

Our economy is one of the largest of any local authority area in the UK. We're home to major multinationals including Sky, Sega and JC Decaux. The borough has a vibrant community of small business, with more than 15,000 independents covering a wide range of sectors and reflecting our cultural diversity. Home to thousands of entrepreneurs and start-ups, it has the highest concentration of media and broadcasting jobs in London, and a high concentration of ICT, digital and gaming firms, as well as transport and logistics.

There is [huge regeneration potential in the borough](#), from our net zero approach and town centre masterplans to our growth sectors and opportunity sites. We have an ambitious blueprint to deliver over 4,600 new homes and 2,500 job opportunities, marking a significant step towards realising Hounslow's potential as a leading destination for sustainable and inclusive growth.

We have bustling town centres and high streets, and quality schools – most rated excellent or good – where children exceed expectations. We boast 168 parks and open spaces, including Osterley House and Park, Duke's Meadows, Gunnersbury Park, Boston Manor Park, Syon Park and Bedfont Lakes Country Park and many



others. There are the miles of picturesque waterways – the River Thames, River Brent, River Crane, Longford River and canals.

We have a rich culture and heritage, with visitor attractions include Hogarth's House, Chiswick House and Gardens, Brentford Musical Museum, London Museum of Steam, Hanworth House, Hampton and Kempton Waterworks Railway and Hounslow Urban Farm. Premier league team Brentford FC is based here, as are local theatres and long-standing markets at Brentford, Chiswick, Isleworth and Feltham.

## **Process**

Please provide submissions through the portal message board by 11<sup>th</sup> August

