

All the way from Bassetlaw to North Notts

Our Place Journey

Robert Wilkinson

In the beginning

- Idea from 6 years ago
- Bassetlaw? Where is it?
- North of Nottingham, close to Sheffield
- No Geographical sense
- Looked at other place journeys experience

Project development

- Applied to ERDF for funding
- Obtained a grant against a £250k project
- Appointed Thinking Place- the only UK company entirely dedicated to Place Marketing

the questions that matter

- what is Bassetlaw for?
- who is Bassetlaw for?
- why is Bassetlaw different?
- what is Bassetlaw's ambition?
- what is Bassetlaw's 'story'?

engagement

- Established a project steering group: private sector led
- one-to-one interviews with stakeholders
- business engagement
- community workshop young people
- external interviews (Doncaster, Sheffield, Nottingham)
- key strategies and documents reviewed
- communications reviewed

Perceptions

- never heard of it
- where is it?
- visited Worksop or Retford but not Bassetlaw
- know Sherwood Forest visitor centre
- Pilgrim Fathers means nothing to under 40's
- Is it a dog?

So What is Important?

- Bassetlaw a public sector brand not a place
- space dominates place
- Worksop and Retford lack scale
- 'quiet corner', three counties
- sub brands have strength e.g. Hodsock, Welbeck

Our Place Story

- Development of our sense of place.
- A Place of stories: Storyscape
- A Place of Big Skies: Breathing Space
- A Place which is well connected: Connected Values

Storyscape

- Clumber Park
 - Mayflower Pilgrims
 - Robin Hood
 - Chesterfield Canal
 - myths & legends
 - Lincoln, York etc
- Creswell Crags
 - Sherwood Forest
 - Henry VIII
 - Dukeries
 - Liquorice

Breathing Space

- Open space
 - forests
 - trails
 - water
 - land
 - experience opportunities:
 - Sheffield, Lincoln, Nottingham, York, Leeds, London
- trees
- agriculture
- parks
- landscape
- big sky

Connected Value

- Easy place to go through quickly!
- M1 to west
- A1 through the heart of the district
- East Coast Mainline- London in 90 minutes
- 3 airports
- 60% of UK population within a 2 hour drive
- Lots of development land

NORTH NOTTINGHAMSHIRE

Not rocket science

Well known, locational sense

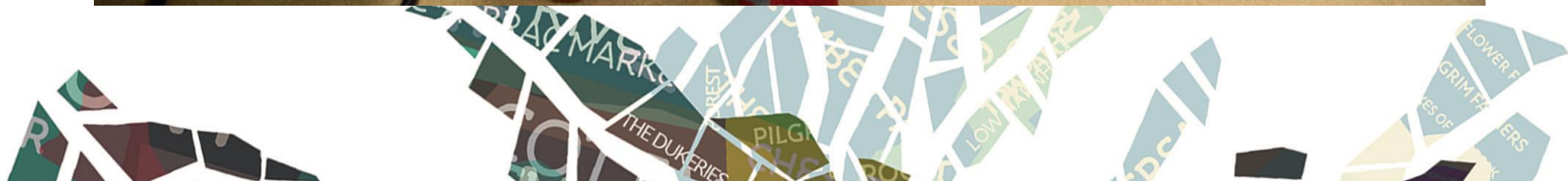


Changed thinking

- Fuzzy borders- visitors and businesses do not care about Local authority boundaries
- We no longer have a place with no universities: we have five
 - 2 in Sheffield
 - 2 in Nottingham
 - Lincoln
- Light touch approach
- Sense of Excitement- we need this
- Destiny in our own hands



Place Board



members

RNN Group	BCVS
Bassetlaw District Council	Howard Farm Group
Handelsbanken	Harworth Estates
Retford (Gamston) Airport	&Company
Focus Collection	St Gobain
Laing O'Rourke	DDCOS
Hodsock Priory	



Achievements

- Appointed Place Manager –Sept 2014
- 70 Envoys recruited within 6 months- now around 100
- Envoys events showcase the Place
 - E.g. Centre Parcs, Cresswell Crags, Robin Hood airport, Gamston Airport, Worksop College, Harley Gallery, School of Artisan Food, National Fluid Power Centre, Savoy Cinema, Olde Bell, Core Energy, Clumber Park, Ranby House School, Hodsock Priory, Osberton
- Regular attendance of 70+ : all about 'place'
- Signage
- Story Competition
- Bassetlaw day in Parliament Sept 2016
- BID



New signage



MIPIM/US Ambassadors



Our day in Parliament



Envoy Events



Next- BID

- Proposal for a District-wide (Place) BID
- Feasibility study in Jan 2015- 71% in favour
- Steering group formed (Private sector led)
- Develop district-wide Business Plan
- Massive consultation process, social media marketing
- Legal process. Postal ballot 1196 hereditaments
- Ballot ended May17th 2017.
- 85% in favour
- Generates £3.2 million over 5 years
- Must deliver the business plan
- North Notts BID Company starts 1st September



Themes

1. The Business Voice

1. Innovation
2. Showcasing
3. Skills and talent
4. Save money

2. The experience

1. Clean and welcoming
2. Safe and secure
3. Events.

3. The Destination

1. Marketing and promotion
2. Arrival
3. Tourism



Journey's end?

- Just the beginning
- Lessons learned?
 - A process to understand what your place really is
 - Strong partnership and leadership
 - Heavy support from the Council
 - Equally Council commitment not to 'own' it
 - Not a magic bullet
- After nearly seven years we have become an overnight success
- Questions?

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