

<b>Report To:</b>	<b>CABINET</b>
<b>Date:</b>	<b>13<sup>TH</sup> DECEMBER 2022</b>
<b>Heading:</b>	<b>DISCOVER ASHFIELD – A NEW NARRATIVE</b>
<b>Executive Lead Member:</b>	<b>CLLR MATTHEW RELF, EXECUTIVE LEAD MEMBER FOR REGENERATION AND CORPORATE TRANSFORMATION</b>
<b>Ward/s:</b>	<b>ALL WARDS</b>
<b>Key Decision:</b>	<b>NO</b>
<b>Subject to Call-In:</b>	<b>YES</b>

### **Purpose of Report**

To note the work undertaken with the Local Government Association to refresh the Discover Ashfield place marketing.

### **Recommendation(s)**

1. To note the contents of the report.

### **Reasons for Recommendation(s)**

Work has been undertaken through the Local Government Association to review the place marketing of Discover Ashfield and to identify areas for improvement and development. This includes the development of the 'Ashfield Story' and an action plan.

### **Alternative Options Considered**

Not to note the report's contents - **Not Recommended**, the work has been undertaken which will strengthen the work of the partnership.

### **Detailed Information**

#### **Background**

Discover Ashfield is a place partnership, set up in 2017 which celebrates all that is best about living, visiting, studying, working and doing business in Ashfield. The partnership was set up to raise the

profile of the area, to identify what makes it a great place and to better promote it through the four themes of: Succeed in Ashfield; Love Where You Live; More to Discover and Be Healthy Be Happy.

The partnership brings together a wide range of business, community and public sector organisations including, universities, academies, and further education; the Local Enterprise Partnership – D2N2, Nottinghamshire County Council, the NHS and DWP; Inspire and Mansfield and Ashfield 2020, with community representation from Ashfield Citizens Advice and Ashfield Voluntary Action. The work of Discover Ashfield is facilitated and supported by a project officer employed by the Council.

The collective mission of Discover Ashfield is to:

- Promote Ashfield in a positive manner
- Develop pride and aspiration in our communities
- Encourage and promote inward investment with the support of businesses and educators
- Help people improve their health and wellbeing
- Support tourism and the visitor economy
- Through the Ashfield Ambassadors, lobby locally and nationally to improve the prosperity and success of the area.

### **Place Marketing Support**

The Council was offered support through the Local Government Association (LGA) for up to six days' support to review and refresh the District's place marketing - the work did not include reviewing the Discover Ashfield partnership. Workshops were held with the theme leads and the chair and vice chair of Discover Ashfield, the Leader and the Executive Lead Member and Council officers.

From the work undertaken an 'Ashfield Story' was developed, as well as an 'elevator pitch' to strengthen the District's place marketing. The purpose of the elevator pitch is to provide a succinct description of the District, the 'Ashfield Story' seeks to capture the identity of the District and our ambitions for the future.

### **The elevator pitch**

We are building on what's best about our communities and the area's heritage to carve out a great future for Ashfield. We've always been inventive, can-do, hardworking people and we're ready to make the most of this hidden gem.

## The Ashfield Story

### Discovering Ashfield – good to great

**It's the people that make Ashfield, and community is at our heart.** Ours is a District where we are glad to **roll our sleeves up, get stuck in and help anyone.**

On a sunny August afternoon, you'll find us celebrating Ashfield Day. The District is alive with events and activities everywhere, families relaxing, enjoying the new leisure facilities, great parks and the great outdoors.

It's a celebration of who we are and where we come from. In a quiet way, we're changing and growing, thinking long-term, **ambitious for the future** – good jobs, facilities and surroundings will help us **all live happier, healthier, and longer lives.**

Across the towns of Sutton, Kirkby and Hucknall, and in our rural areas, we always find more in common than we might first think. We're more than the sum of our parts and that's important because **we're stronger together.**

There's more happening than ever with **major investments in our towns.** We're working together to make it clean and green, and out on the Teversal Trail where the countryside is outstanding, you'll notice there's space to breathe.

**We're proud to be a hidden gem,** and like our winter Light Night festival, there's an increasingly **confident** glow across our area.

Industry has always been part of our heritage - what we make today is different because we've **always adapted and grabbed the opportunities** that come our way, sometimes out of necessity but always with invention.

Now we're taking advantage of our excellent location between **Nottingham and Sheffield** and will be connecting global supply chains through our new **Automated Distribution and Manufacturing Centre.**

We've invested in **skills and learning**, so whether it's an apprenticeship, college or university, you don't have to leave to make your next move, Vision West Notts and **Nottingham Trent University's stunning new campus are on our doorstep.** People relocate here because we're generating good jobs and opportunities of all sorts.

We know there are **tough challenges ahead**, like many other places some families are struggling and need more help **to lead their best lives.** We are determined to provide the right kind of support for young and old and that's why we're harnessing our skills, energy and passion to deliver a brighter future for the District.

Everyone doing their bit is at the heart of what makes our families and communities thrive.

Like our fantastic **Sutton Observatory, which houses the biggest optical telescope in the country outside of Greenwich, we're raising our sights, looking to the stars.**

The action plan which will be used to further develop the story and the work of Discover Ashfield is included at Appendix 1.

## **Implications**

### **Corporate Plan:**

The place marketing work will support the Corporate Plan priority of Economic Growth and Place and the Key Projects, Programmes and Initiatives for Discover Ashfield: 1. Support and promote Discover Ashfield, including the Ambassador programme 2. Work with partners to deliver the Discover Ashfield themes.

### **Legal:**

Relevant legislation and processes are detailed in the report. [RLD 15/11/2022]

### **Finance:**

There are no direct financial implications arising from this report. [PH 17/11/2022].

<b>Budget Area</b>	<b>Implication</b>
General Fund – Revenue Budget	N/A
General Fund – Capital Programme	N/A
Housing Revenue Account – Revenue Budget	N/A
Housing Revenue Account – Capital Programme	N/A

### **Risk:**

<b>Risk</b>	<b>Mitigation</b>
No risks identified	

### **Human Resources:**

No HR implications identified.

### **Environmental/Sustainability**

No environmental/sustainability issues identified.

### **Equalities:**

No equalities issues identified.

**Other Implications:**

Not applicable.

**Reason(s) for Urgency**

Not applicable.

**Reason(s) for Exemption**

Not applicable.

**Background Papers**

Not applicable.

**Report Author and Contact Officer**

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## Appendix 1 – Action Plan

### 1 Strategic development

RECOMMENDATION	ACTION	TIMESCALE	LEAD(S)	PROGRESS/ NOTES
Gain awareness, engagement in and ownership of draft narrative/ recommendations	<ul style="list-style-type: none"> <li>Brief senior leadership team</li> </ul>	Complete	Chief executive (CEO)	Current draft narrative needs to become Ashfield's
	<ul style="list-style-type: none"> <li>Brief and share with Leader (and other key Cabinet leads)</li> </ul>	Complete	Cllr. Relf	Widen engagement and input to communicate and strengthen.
	<ul style="list-style-type: none"> <li>Share and test with key stakeholders e.g. Discover Ashfield board</li> </ul>	Ongoing	CEO	
	<ul style="list-style-type: none"> <li>Report to Cabinet and Council</li> </ul>	Dec. 2022	CEO/ Assistant Director - Corporate Services and Transformation (AD-CS/T)	
	<ul style="list-style-type: none"> <li>Share and test with employees at CEO briefings</li> </ul>	Complete	CEO/Leader	
	<ul style="list-style-type: none"> <li>Brief new Director of Place and Communities</li> </ul>	Complete	CEO	
Update and align Ashfield DC vision and narrative	<ul style="list-style-type: none"> <li>Identify core priorities and key messages from new Corporate Plan</li> </ul>	Jan- June 2023	AD-CS/T	
	<ul style="list-style-type: none"> <li>Create core narrative script to run as golden rope thorough all comms.</li> </ul>	Jan 2023	Communications lead	Need to be content that final version of overall narrative is shared and agreed.

RECOMMENDATION	ACTION	TIMESCALE	LEAD(S)	PROGRESS/ NOTES
Develop Discover Ashfield place marketing/ communications strategy and activity plan (initial six months)	<ul style="list-style-type: none"> <li>Align with new narrative</li> <li>Develop alongside new Ashfield DC comms. strategy</li> <li>Involve public/private partners</li> <li>Develop campaign to launch new narrative, alongside partner/ stakeholder event</li> <li>Develop communications activity/events grid</li> </ul>	Jan- June 2023	Service Manager for Place and Wellbeing  Communications lead  AD-CS/T  Communications lead	

## 2 External and internal communications (to embed narrative and support place marketing)

RECOMMENDATION	ACTION	TIMESCALE	LEAD(S)	PROGRESS/ NOTES
Establish strategic direction for Ashfield DC communications (linked to new Corporate Plan)	<ul style="list-style-type: none"> <li>Develop internal and external communications strategy for council</li> <li>Link to DA place marketing strategy and narrative</li> </ul>	Jan- June 2023	AD-CS/T  Communications lead	

	<ul style="list-style-type: none"> <li>• Focus comms. resources around agreed strategic priorities</li> <li>• Integrated approach across all comms. and engagement disciplines</li> <li>• Review campaigns and comms. projects to reflect Discover Ashfield narrative</li> </ul>			
Establish district-wide DA partner communications group to share priorities and plans	<ul style="list-style-type: none"> <li>• Establish group and diary meetings</li> <li>• Share communications strategy and include partner campaign</li> </ul>	Complete	Communications lead	
Place marketing event for key stakeholders and influencers	<ul style="list-style-type: none"> <li>• Use opportunity to launch new narrative</li> <li>• Publish narrative on Council and DA partner channels</li> <li>• Mini-launches at Ashfield DC and DA partners' internal and external events</li> </ul>	Early 2023	Place and Wellbeing team	Not stand alone but part of wider strategy and plan
Regular promotion of and engagement in the narrative (and linked strategies/plan)	<ul style="list-style-type: none"> <li>• Review DA branding and materials (in line with activity plan)</li> </ul>	Jan 2023 onwards	All partners	Must be part of planned activity programme



	<ul style="list-style-type: none"><li>• Identify and work with narrative champions/ambassadors</li></ul>			
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