

36947 Council Place Brand and/or Narrative

Does the council have a Marketing Strategy? If so, please provide either a copy of the strategy or a link to the published version of the strategy.

The Council does not have a marketing strategy. We have for example communications, behaviour change, engagement and, where required, marketing strategies and campaigns for specific projects/programmes/services but not an overarching marketing strategy for the Council.

Please confirm the population of the area covered by the council, to the nearest and latest estimate.

The latest record held for the city of Edinburgh, from 2020, was approximately 530,000.

Does the council have an approved place brand and / or narrative*(see definition below) for a space, town or city within your local authority area?

There is not an official place brand for Edinburgh. Different organisations in the city operate under different brand identities. For example:

- [Forever Edinburgh](#) is the campaign brand used by the Council to target leisure visitors.
- [Convention Edinburgh](#) is the business tourism brand targeting business delegate, which will be reinstated by the Edinburgh International Conference Centre (EICC), an arms' length organisation of the Council.
- Residents are targeted using a mixture of campaigns including Forever Edinburgh and Council service/project/programme campaigns which come under the Council's brand identity.

If the council have an approved place-based narrative what were the key drivers behind the decision to develop a place brand and / or narrative? (E.g. – inward investment, tourism, community building)

Not applicable for the reason provided above.

Which geographical area does the place brand and / or narrative cover?

When was the place brand and / or narrative developed and approved?

How did the council develop the place brand and / or narrative?

When developing the place brand and / or narrative, did the council organise any participatory exercises?

If so, please provide details of the engagement undertaken, including the names of any local groups who were involved.

Was the place brand and / or narrative endorsed by the council's Cabinet / Policy and Resource Committee / other political group?

Following approval of the place brand and / or narrative, which organisation is currently the custodian of the place brand and / or narrative?

Prior to commencing work to develop a place brand and / or narrative, did the council identify specific benefits that it was believed the place brand and / or narrative would deliver?

If benefits were identified, were these benefits quantifiable (i.e. – could they be measured)?

Please provide the benefits identified and any quantifiable measurables. These should be broken down by individual benefit lines as listed in your Project Initiation Document, Benefits Realisation Plan or other project documentation.

Was a baseline of the identified benefits taken prior to the implementation of the place brand and / or narrative and, if so, please provide these metrics? These should be broken down by individual benefits lines as listed as the response for question 5b.

Please provide the current metrics for the benefits identified. These should be broken down by individual benefits lines as listed as the response for question 5b.

Is the council monitoring the realisation of the benefits / have the benefits been realised?

What is the methodology for monitoring the realisation of these benefits?

How did the council go about implementing the place brand and / or narrative?

Was the place brand and / narrative fully implemented?

If not, what difficulties did the council run into in implementing the place brand and / narrative?

How long did it take the council to implement the place brand and / or narrative?

What was the estimated cost to the council in developing and implementing the place brand and / or narrative?

This should include the estimated cost of officer and member time and any actual costs such as consultants' fees. The total number should be broken down into categorised lines of expenditure.

If you have a place brand and or narrative document, please provide either a copy of the document or a link to the published version of the document.

[Not applicable.](#)