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## Issue details

### City Brand Strategy

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Adoption of new city brand strategy to re-position the city as a place to live and work. To support attraction of new talent to the city and jobs growth.

**Decision type:** Key

**Reason Key:** Significant impact on communities living or working in two or more wards;

**Decision status:** For Determination

**Wards affected:** (All Wards);

**Notice of proposed decision first published:** 21/03/2025

**Open/Exempt:** Open;

**Decision due:** Between 8 September 2025 and 31 October 2025 by Cabinet

**Comment:** Members of the Cabinet are: Councillor Tudor Evans OBE, Councillor Jemima Laing, Councillor Mary Aspinall, Councillor Sally Haydon, Councillor Chris Penberthy, Councillor Sally Cresswell, Councillor Mark Lowry, Councillor John Stephens, Councillor Tom Briars -Delve, Councillor Sue Dann

**Lead member:** Cabinet Member for Children's Social Care, Culture, and Communications

**Lead director:** Service Director for Economic Development

**Department:** Growth

**Contact:** David Draffan, Service Director for Economic Development Email: [david.draffan@plymouth.gov.uk](mailto:david.draffan@plymouth.gov.uk) Tel: 01752 304250.

#### Consultation process

The brand development group have been engaging with stakeholders for over 2 years.

Perception research has looked at how the city was perceived by visitors, workers and residents.

The item went to the Natural Infrastructure and Growth Scrutiny Panel on 12 February 2025.

**Making Representations:** Please contact [glenn.caplin-grey@plymouth.gov.uk](mailto:glenn.caplin-grey@plymouth.gov.uk) if you would like to make representations. Any non-confidential document(s) may be obtained from the officer contact by email or from Plymouth City Council, Council House, Plymouth, PL1 2AA.

**Information to be considered by the decision makers:** Cabinet Report, City brand strategy, City Branding Brand Toolkit, CIA, EIA and any other document(s) relevant to the decision.

**Is this decision due to be taken in private? (Yes/No):** No

**Reasons for private decision:** N/A

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