

City Brand Strategy

Project details

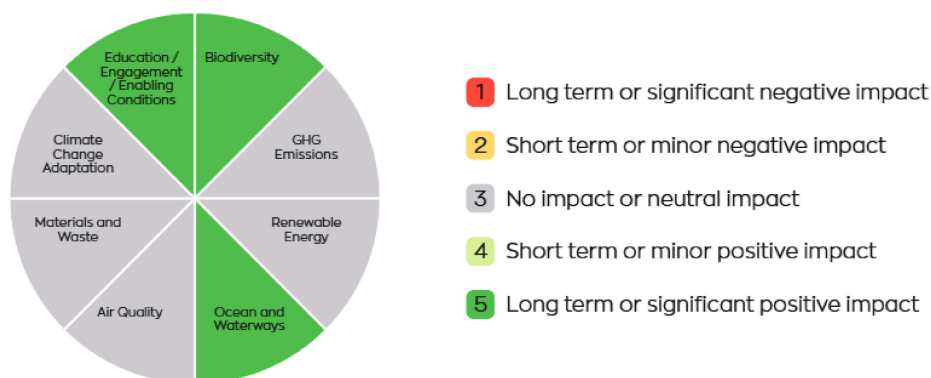
Assessment author

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Project summary

The key aim of the new City Brand strategy will be to position the city as a place to live, work and study as well as visit. This strategy will enable city businesses and communities to align their efforts and resources behind a strong brand narrative and specific objectives in a way which has not been previously explored. The strategy will support the recently refreshed Local Economic Strategy and Growth Alliance Plymouth work by repositioning the city and attracting talent using new narratives and highlighting the unique strength and opportunities that the city offers.

Summary of assessment



Although the Plymouth City Brand strategy is intended to attract up to 25,000 new residents to Plymouth over the next ten years, it is framed in a way that highlights Plymouth as a city that culturally values its green and blue spaces, nature and the oceans. Expansion will inevitably increase carbon emissions, however, this brand strategy is only judged to be indirectly linked to that and therefore scored accordingly. It is considered that this will have an overall positive impact on the city over time in the three areas of biodiversity, ocean and waterways and education, engaging and enabling conditions, linking behaviours of Plymouth residents to positive environmental behaviours and attracting like-minded people to the city to live and work.

Assessment scores

Biodiversity

Score

(5) Long lasting or extensive positive impact

Score justification

The Brand strategy includes a number of key themes one of which is 'The city wild about nature'. This theme highlights the significance of Plymouth's natural environment from the moors to the sea and the natural green threads which run across the city. It promotes the city as the only city between a national marine park and national park and highlights the specific tree planting (35,000 in the last 12 months) and protected areas. The strategy also promotes the health and well-being in the city which ranks highest in the UK for comparator cities in terms of quality of life. The strategy encourages the adoption of these themes across the city and also encourages them to be embedded into policy for the long term.

GHG Emissions

Score

(3) No impact or neutral impact

Score justification

The Brand strategy supports a number of wider city strategies including Plan 4 Homes and Local Economic Strategy. These strategies already have CIA's and mitigation in place to support city growth. Where Brand Strategy delivery projects fall outside of these and other key city strategies they will be assessed separately to check for GHG emissions.

Renewable Energy

Score

(3) No impact or neutral impact

Score justification

The Brand Strategy does not include any projects which will support renewable energy.

Ocean and Waterways

Score

(5) Long lasting or extensive positive impact

Score justification

The Brand Strategy includes a number of key themes which highlight the significance of the natural environment including marine. The strategy aims to attract people to live and work in the city over time which could potentially increase the pressure on the marine environment. The City Council's Plan for Nature aims to put nature at the heart of the city's growth and development. The Plymouth Plan for Nature and People sets out a vision for a greener, healthier and more inclusive Plymouth – where natural spaces are treated as essential infrastructure, just like road, housing and healthcare.

This plan outlines clear aims and a delivery plan to create:

- a nature-rich city
- a playful, active and healthy city
- inclusive nature spaces for everyone
- a nature-connected and empowered community
- an innovative Investment city

By 2030, Plymouth's nature network will be better connected and nationally recognised for its innovation. It will help

tackle climate risks, support thousands of green and blue jobs, and ensure that nature is co-designed and celebrated by local communities.

Air Quality

Score

(3) No impact or neutral impact

Score justification

The Brand Strategy aims to increase the number of residents over a long period of time supporting the city's growth ambitions and Plan 4 Homes as well as the Local Economic strategy. There are no specific delivery projects that directly create additional emissions. The strategies referred to above both have mitigations in place to support city growth over the next ten years.

Materials and Waste

Score

(3) No impact or neutral impact

Score justification

The Brand Strategy does not include any specific projects that will affect waste.

Climate Change Adaptation

Score

(3) No impact or neutral impact

Score justification

It is not anticipated that the Brand Strategy will impact on climate change

Education / Engagement / Enabling Conditions

Score

(5) Long lasting or extensive positive impact

Score justification

A key theme of the Brand Strategy is 'The city wild about nature' which highlights the unique strengths of the city as the only city between a national park and national marine park, with one of the best qualities of life in the country. The strategy will encourage people who are engaged with nature and climate to live and work here and to protect what is valuable to them. The aim of the strategy is that the key themes will be adopted city wide including through education settings and engagement with local communities through existing networks and systems. The strategy supports existing city plans for example the Plan for nature, Local Economic Strategy and Plan 4 Homes.