



EAST CAMBRIDGESHIRE DISTRICT COUNCIL

THE GRANGE, NUTHOLT LANE,
ELY, CAMBRIDGESHIRE CB7 4EE

Telephone: Ely (01353) 665555

DX41001 ELY Fax: (01353) 665240

www.eastcambs.gov.uk

Further to your information request FOI/EIR 22/23-043 please find your question and our response below.

Request:

1. 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.
2. Please confirm the population of the area covered by the council, to the nearest and latest estimate.
3. 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?
 - a. 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)
 - b. Which geographical area does the place brand and / or narrative cover?
 - c. When was the place brand and / or narrative developed and approved?
4. How did the council develop the place brand and / or narrative?
 - a. When developing the place brand and / or narrative, did the council organise any participatory exercises?
 - b. If so, please provide details of the engagement undertaken, including the names of any local groups who were involved.
 - c. Was the place brand and / or narrative endorsed by the council's Cabinet / Policy and Resource Committee / other political group?
 - d. Following approval of the place brand and / or narrative, which organisation is currently the custodian of the place brand and / or narrative?
5. 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?
 - a. If benefits were identified, were these benefits quantifiable (ie – could they be measured)?
 - b. 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.
 - c. 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.
 - d. 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.
 - e. Is the council monitoring the realisation of the benefits / have the benefits been realised?
 - f. What is the methodology for monitoring the realisation of these benefits?
6. How did the council go about implementing the place brand and / or narrative?
 - a. Was the place brand and / narrative fully implemented?
 - b. If not, what difficulties did the council run into in implementing the place brand and / narrative?
 - c. How long did it take the council to implement the place brand and / or narrative?
7. 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.

8. 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.

Response:

1.No

2. Approximately 85,000

3. No

4. n/a

5. n/a

6. n/a

7. n/a

8. n/a

This concludes your request FOI/EIR 22/23-043

If information has been refused please treat this as a Refusal Notice for the purposes of the Act.

If you disagree with our decision or are otherwise unhappy with how we have dealt with your request in the first instance you may approach foi@eastcambs.gov.uk and request a review. A request for review must be made in no more than 40 working days from the date of this email.

Should you remain dissatisfied with the outcome you have a right under s50 of the Freedom of Information Act to appeal against the decision by contacting the Information Commissioner, Wycliffe House, Water Lane, Wilmslow SK9 5AF.