

**THE HEMINGWAY DESIGN**

**APPROACH TO**

**PLACE BRANDING**



# HEMINGWAYDESIGN?

## WHO ARE

### AN OVERVIEW

HemingwayDesign is a multi-disciplinary design agency led by two generations of the Hemingway family and a wider team of talented designers. We create, we transform and we care about the detail as much as the big stuff, cutting through the ordinary and the expected with powerful, visionary design. Our work takes us across culture-led regeneration, affordable housing, urban design, landscape planning, interiors, large-scale design-led events, exhibitions, products and fashion – and we do it all with a community-focused and ethical conscience.

### OUR MISSION

At HemingwayDesign, we have a firm philosophy that “design is about improving things that matter in life”. It is this mantra that continually ensures our brave creative thinking and method for delivering positive, socially-responsible place branding and place making. We believe in the power of culture-led regeneration and achieve this with an inclusive process that we call like to call ‘co-design’.

### THE TEAM

Our team is a unique blend of old and new, so to speak. Founders Wayne and Gerardine Hemingway bring four decades’ worth of award-winning design and entrepreneurial experience to the table, which works in harmony with the bounty of fresh, invigorating ideas from the next generation of HemingwayDesign partners, who all innately understand the desires and needs of ‘millennials’. Together, we’re a highly motivated, responsive and creative team, and are never afraid to challenge and collaborate with the client and end users – or to have fun whilst doing so.



**OUR TRACK RECORD  
IN PLACE BRANDING**

Stanley Park



**PART ONE:**

**DISTRICT, TOWN AND CITY**

**PLACE BRANDS**

## MIDDLESBROUGH

HemingwayDesign have completed a place-brand for Middlesbrough with imminent launch. We fell in love with the town and the spirit of its people. This town is full of surprises and we believe that the place-brand can help to blow those media-led negative preconceptions out of the water.

We delivered a series of engagement and consultation sessions that set out the strategic context for the Place-brand process and presents an understanding of the area's actual and perceived character and characteristics. Over 500 people have completed the perceptions survey and attended workshops at the marvellous MIMA (Middlesbrough Institute of Modern Art) and the quite brilliant Orange Pip market.



[Click for brand animation](#)



Can do People.  
Can do Place.

M

**Start-up in Boro**

In 2016/17 there were 143 start-ups founded by Teesside University graduates which were still active after three years of business. The figure was the 12th highest of all the Universities in the UK and the best in the North East.

The research released by the Higher Education Business and Community Interaction Survey (HEBCIS) also founded that the university's graduate start-ups had an estimated turnover of more than £20.5m.

Middlesbrough

M

# Brilliantly Boro

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Middlesbrough Mela

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City, Coast & Country

MIDDLESBROUGH  
Can do people. Can do place.

M

# Brilliantly Boro

Middlesbrough heritage, community, landscape and sheer quality of life is something that's hard to describe but it's something that's hard to ignore.

we know - made it happen, community, landscape and sheer quality of life is something that's hard to describe but it's something that's hard to ignore.

1983

Cook 250

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Can do Place.

MIDDLESBROUGH  
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Passion  
Pride and  
Purpose

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City in the Centre

Naturally  
Innovatively

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Great ideas begin in Middlesbrough

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A place made of steel by people of iron

M

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It's

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Beautiful Boro

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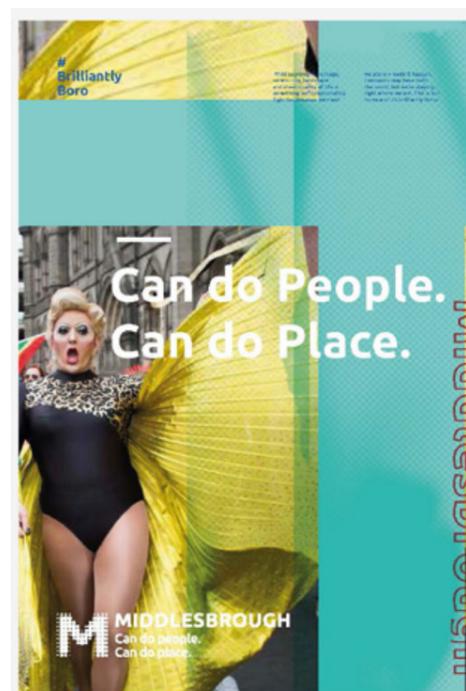
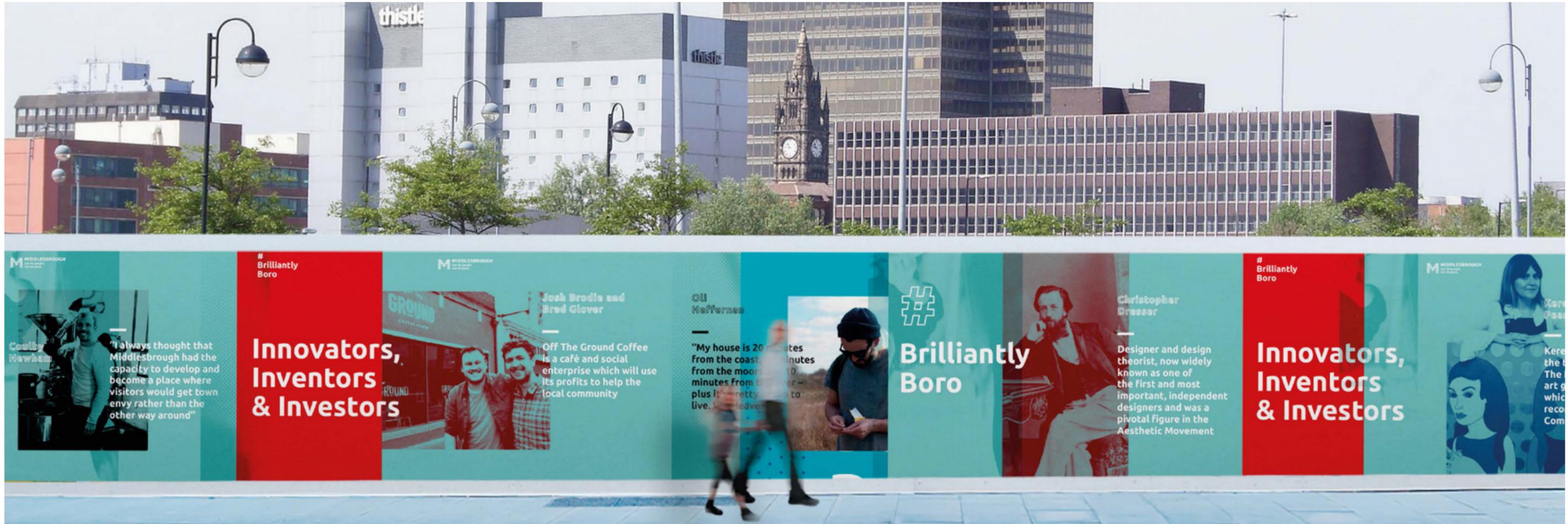
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We make

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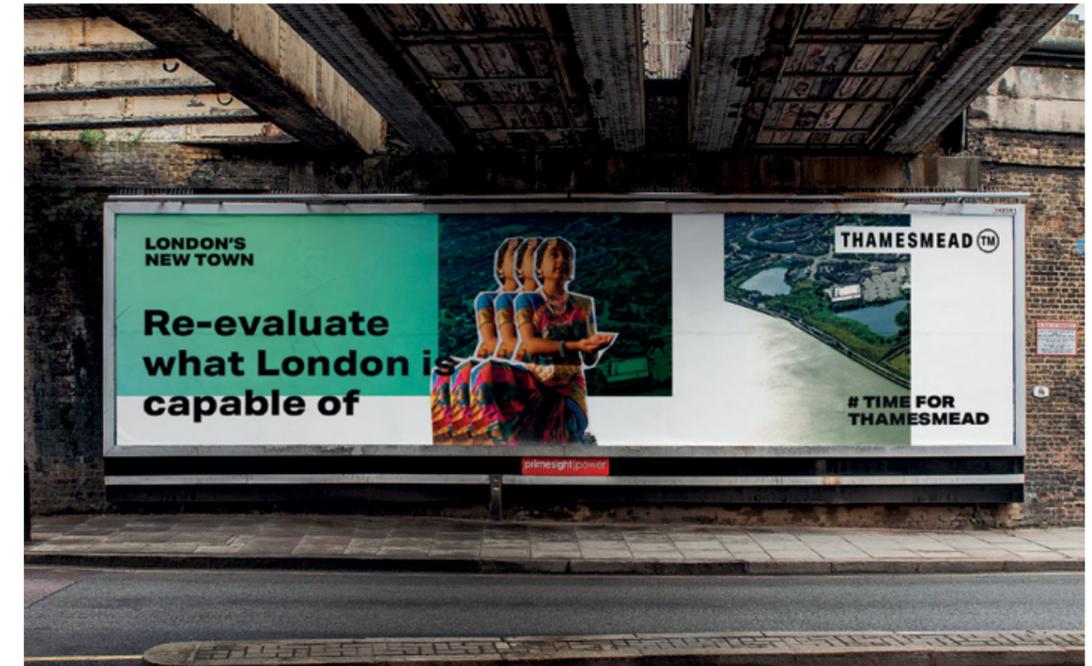
## THAMESMEAD

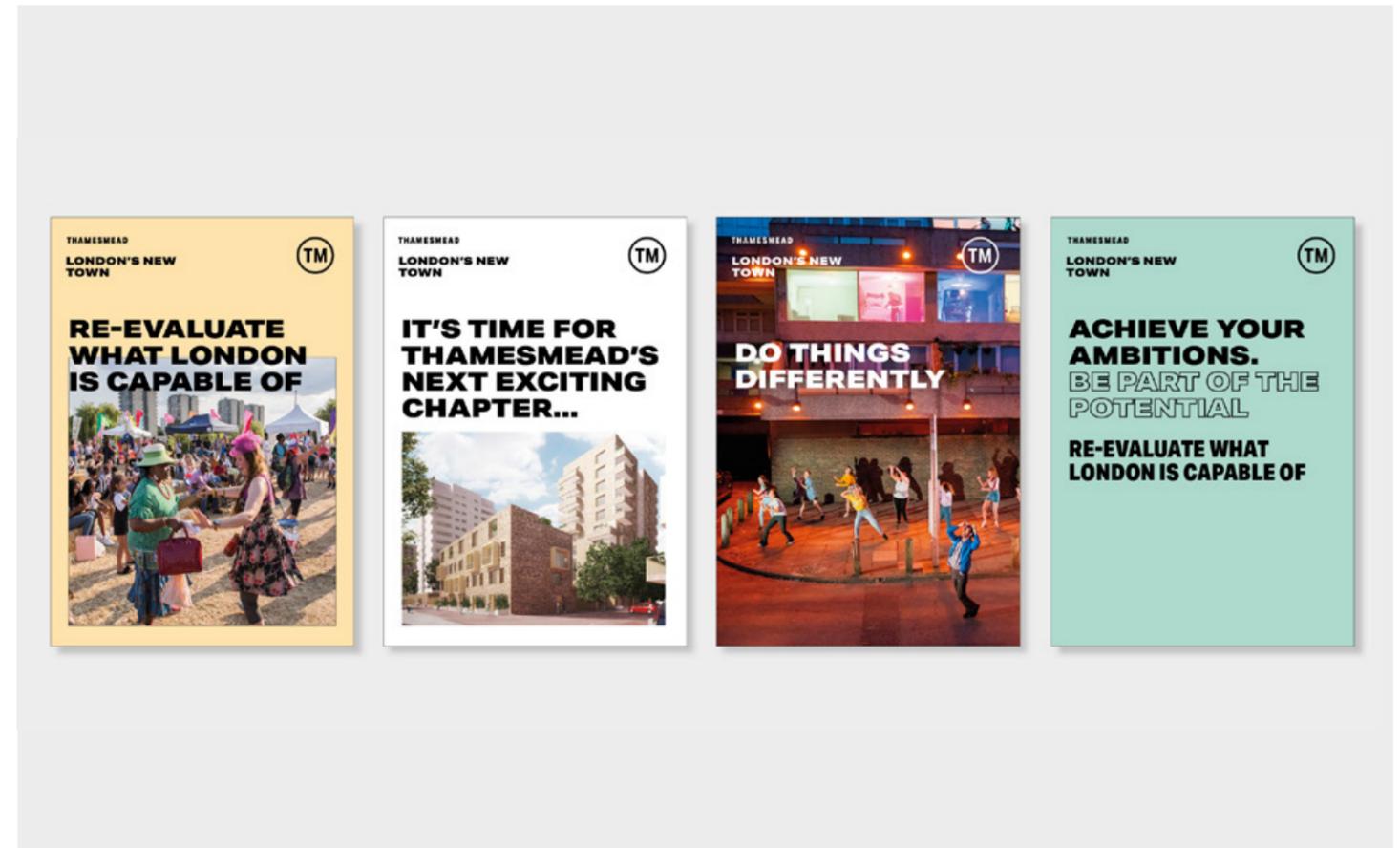
We were appointed in October 2017 by Peabody to create a strong and effective place-brand for Thamesmead which communicates Peabody's vision for London's new town. Amongst other things we are charged with:

1. **Changing perceptions of Thamesmead:** there is a discrepancy between perceptions of Thamesmead by those who live there, those in neighbouring communities, and the rest of London.
2. **Instilling confidence and excitement:** There is a history of unfulfilled promises and slow progress in Thamesmead but now things are happening.
3. **Increasing recognition of and curiosity in Thamesmead:** Many don't know where Thamesmead is or what it has to offer.

Two ways in which we are launching the Thamesmead Place-brand:

- a) **By creating a simple fashion / accessories collection, working with and mentoring young creatives and getting the buy in at a grass roots level.**
- b) **Developments in Thamesmead will have branded hoardings with messaging that evolve over time.**





**Time for Thamesmead**

**Generation TM - Fashion Place Brand Collection**

Thamesmead is a captivating location for the fashion design world because of its unique cityscape character. This interesting characteristic of linking fashion design with the identity of the place is another area in where the place brand can also get involved.

The "Time for Thamesmead" campaign can lead to a format of a fashion place brand collection, that can help to encourage the involvement of the young and the creative local generation, the "GENERATION TM" collection. This can add to the marketing mix

This collection of wearables is looking to achieve a sense of pride and distinction of belonging to Thamesmead. Also, it can help for a better unification between the different neighbourhoods of Thamesmead.



THAMESMEAD™

Realise your  
ambition  
that busi  
Take on a  
studio, s  
family ar  
london a

BE PART OF THE  
POTENTIAL

THAMESMEAD™

LONDON'S NEW  
TOWN

# RE-EVALUATE WHAT LONDON IS CAPABLE OF



A truly creative town steeped in arts and culture, and home to a richly diverse community of 45,000 people. Unrivalled in space and scale, Thamesmead boasts riverbanks, canals, six major lakes, three

nature reserves and over 350 acres of open space. From being the 'secret city' of the Royal Arsenal to the pioneering new town of the 1960s, it's a unique place, with a fascinating

BE PART OF THE  
POTENTIAL

LOCAL  
COMMUNITY

THAMESMEAD™

YOU THOUGHT  
THIS CITY HAD  
NO SPACE  
THINK

LONDON'S  
NEW TOWN

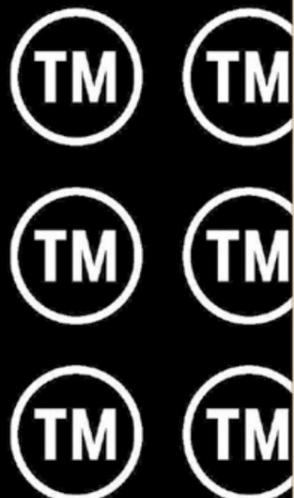
THAMESMEAD™



THAMESMEAD™

# TIME FOR MESMEAD'S T EXCITING PTER...

and better, five kilometers of winding Thames waterfront will be revitalised. Crossrail transport links will be directly tapped into central London in under 25 minutes, and all of this inside a pocket

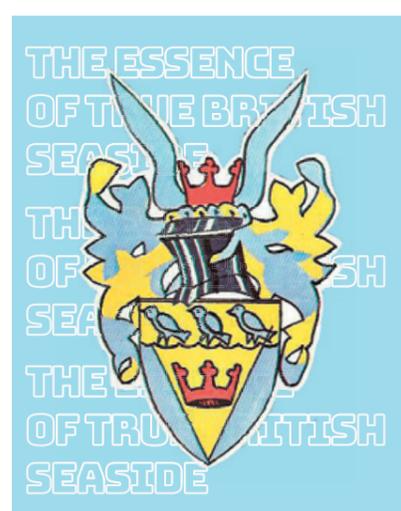
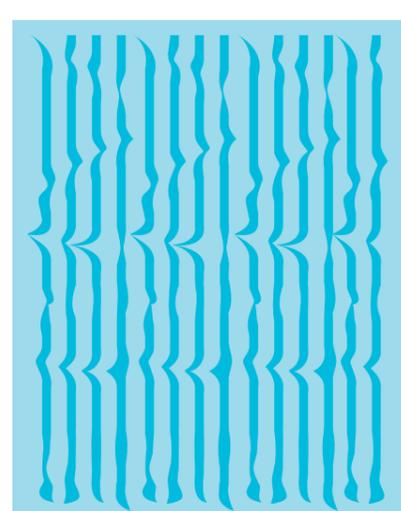
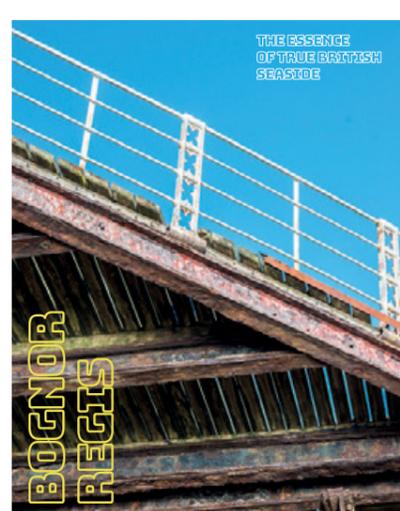
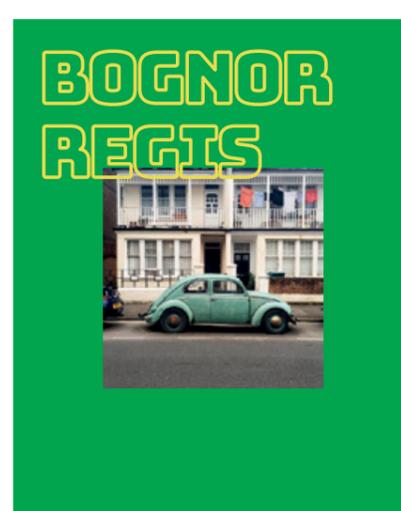
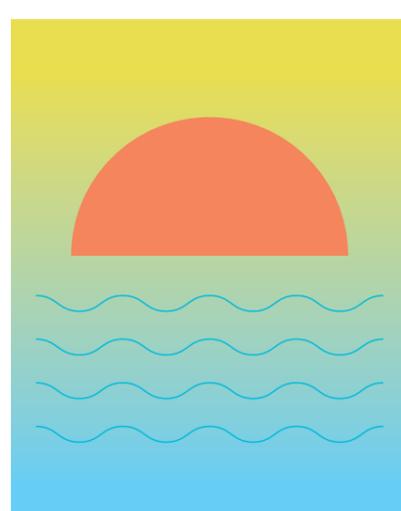
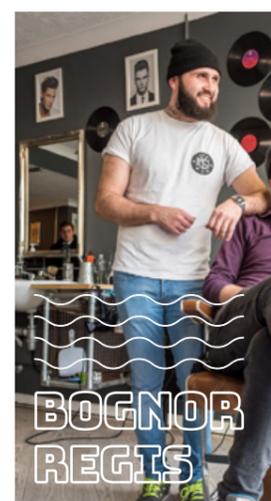
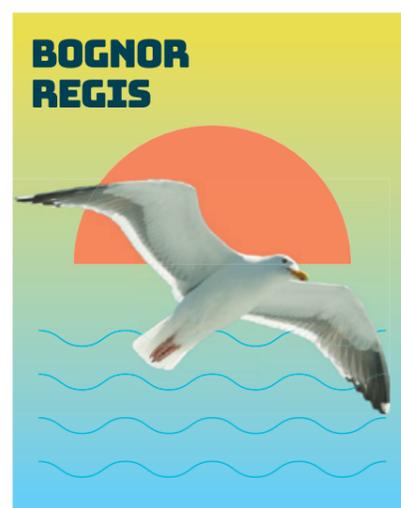
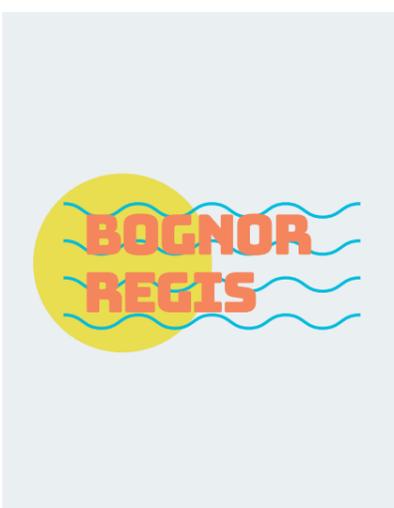


## **BOGNOR REGIS**

**Bognor Regis is entering an exciting phase of significant regeneration and to support and reinforce this impetus, a place brand for the town is being developed by HemingwayDesign. As part of wider British seaside renaissance, major investment has gone into enhancing the town centre public spaces. Work is underway to create the new 'Tech Park' by the University of Chichester, and The Track creative digital hub at Bognor Regis train station - with a brand and interior designed by HemingwayDesign. The Track will encourage creative entrepreneurs and supports the growth of the digital industries in Bognor Regis and West Sussex by providing collaborative and flexible workspace for small businesses and start-ups.**

**To kick off the place branding project, the views of those who live, work and visit Bognor Regis are being sought to help shape the future of the town, using a bespoke engagement tool developed by HemingwayDesign.**





## OUR PLACE BRANDING PROJECTS

### ANFIELD, LIVERPOOL

HemingwayDesign have created a brand and a vision for the neighbourhood of Anfield, in Liverpool. The area is being reborn through an ambitious regeneration scheme which offers unique opportunities as a place to live, work and play.

A new High Street, right next to Liverpool Football Club's world famous stadium, is being developed along with a new street-scape and new, high quality public realm. There will be new retail space and opportunities for hospitality and food and drink operators. There will also be new working space for small enterprises interested in being based close to the stadium. There are plans for a new 150-bed hotel and new commercial premises are on track to be built in the next three years.





# Anfield *is*

[www.investin角度field.co.uk](http://www.investin角度field.co.uk)

a place to live



**PART TWO:  
DEVELOPMENT PLACE  
BRANDS**

## GREEN HILLS BLACKBURN

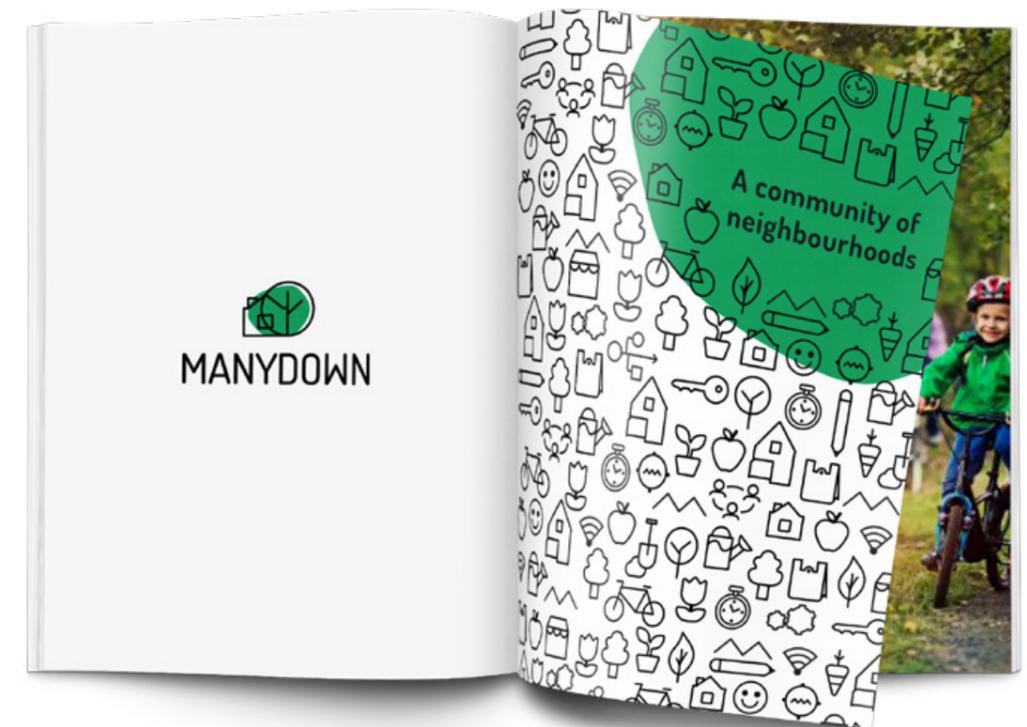
HemingwayDesign, Preston based Kingswood Homes and architects ID Partnership have now unveiled Blackburn's most anticipated new housing development in recent history. The homes will be built in a series of small blocks, using a combination of authentic materials and planning based on traditional Lancashire farmstead concepts. With rural courtyards, shared green space and two interlinking village greens, the site will ultimately see up to 167 homes.

HemingwayDesign created the identity for the Green Hills, which reflects the rolling hills that surround the development.



## MANYDOWN

Manydown will be a people-centered place that organically develops its own identity but to kick things off we have developed a suit of iconography that represents the physical and philosophical elements that make up the Manydown community. The result is combination of icons that represent the 'community of neighbourhoods' idea and vision to create a network of multi-use, complimentary facilities that help establish and support Manydown as a creative, entrepreneurial and healthy place.



## **KINGSGROVE, WANTAGE**

**Kingsgrove is a large mixed use St. Modwen development in Oxfordshire which is on site and being built out now.**

**We have taken inspiration from Wantage and Grove's current and historical assets including King Alfred's history, and the wheat fields and orchard trees that represent the agricultural and horticultural heritage of the land that makes up Kingsgrove. For many years, the land was called Kingsgrove Farm. The rapeseed, wheat and bean harvest is distributed around the world for use in bio fuels, food and drink products.**

**The logo has two levels of meaning:**

**1. KING: King Alfred the Great in 849, the founding father of England, also known as 'England's darling' was born in Wantage. The iconic shape of the badge and the regal motif signify Kings Alfred's connections to the land.**

**2. GROVE: The local area once was once home to abundance of fruit trees; a part of the farm was the orchards growing fruit for the King. The iconography is a representation of the historic orchards, agricultural downland countryside and the outdoor lifestyle that the location offers.**



## HEATHY WOOD, COPTHORNE

In February 2018 district and town councillors, as well as local groups and organisations, were surveyed to determine the name of the new residential community.

The choice was Heathy Wood: it stays true to the historical name of the site 'Heathy Ground', and the HemingwayDesign identity reflects the natural landscape of the area. While Heathy Wood has easy access to London, it boasts the open countryside and natural beauty inherent to Mid Sussex.



[Click for brand animation](#)



# MAKING IT HAPPEN



## **WHAT IS A PLACE BRAND?**

**A place brand is a comprehensive marketing campaign that affords an area a completely new and community led identity, then communicates that story to its target markets. A place brand can achieve:**

- unification of public sector organisations, business, residents, community groups and faiths under one brand identity and tone of voice. That unification starts with the engagement sessions with the stakeholders you name**
- improved internal and external perceptions. (Wayne Hemingway MBE, one of the HemDes partners, who would be one of the leads on this project, would use his networks developed as a London Leader and as one of Mayor Khan's current Design Advocates to start to improve perceptions and give the project valuable "profile" from an early stage)**
- increased business inquiries and investment**
- increased visitor numbers**
- attract and retain talent**
- platform for future development**
- springboard for marketing activity that will help the town achieve its goals**
- enable a coordinated approach to place making and improvements to the public realm**
- empower people and raise aspirations**
- espouse opportunity and big thinking**

**THE HEMINGWAYDESIGN**

**METHODOLOGY**

## **HOW WE PROPOSE TO GO ABOUT CREATING A PLACE BRAND**

**Our primary goal is to formulate a place narrative and identity that supports the overall promotion of the area. This will be built on an honest assessment of its challenges and opportunities; understanding what is and what isn't working is vital. Therefore all the engagement we undertake is non-attributed, which allows everyone the freedom to be open and honest.**

**We are here to help present the area in all its glory, but we also believe that if a place is strengthening its positive messages it should also acknowledge its problems. A place's identity and values should be robust enough to address and face up to any negative issues with an honest and balanced outlook, and have the framework in place to counter them with overpowering positive messages. All of which we can bring to reality.**

## **CRAFTING A PLACE-BRAND: THE AIMS**

- HemingwayDesign working with the community / stakeholders will deliver a place brand that is a clear articulation of what the area as a place stands for now and in the future; one that truly resonates with and unites its residents, businesses and institutions**
- This new identity will promote the town as a place to live, work, invest, visit and build a stronger sense of civic pride in the place**
- A verbal and visual toolkit will enable all sectors of the local community to communicate the brand messages with ease and pride**

# THE HD FIVE PHASE PLACE-BRAND PROCESS

1

## Discovery, Listening & Gathering

We aim to understand of the area's actual and perceived character. The output of this phase will be a detailed evidence base to develop the narrative, key themes and drive the creative direction for the visual identity.



We will discuss current targets, the challenges and ambitions within the council and all sectors of the community. This will enable and inspire people internally and externally, and help define and inform the creative process. We aim to understand of the area's actual and perceived character. The output of this phase will be a detailed evidence base to develop the narrative, key themes and drive the creative direction for the visual identity.

2

## Insight & Narrative

Analysis of all of the evidence gathered in Phase 1 will highlight key values and themes for the brand narrative as well help define the strategic objectives inc. audience and appropriate messaging to communicate specific / targeted information in the right way.



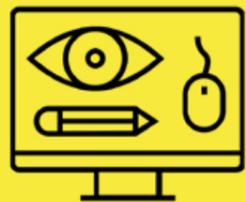
This will inform the strategy and include:

- Messaging and tone of voice - a narrative and brand story that unifies all sectors of the business.
- Brand positioning - a distinct space to occupy (and how this compares with your competitors).
- Draft brand values and characteristics that inform behaviours and attitudes.
- Strategic objectives - define audience and consider appropriate messaging to communicate specific / targeted information in the right way

3

## Shaping & Creating

Creative ideas and strategic direction that visually captures the essence and identity of the area with accompanying words/slogans to communicate a tone of voice.



Various creative ideas will be presented to the Steering Group for discussion and comment, and we will seek your suggestions to refine the options to the one which gives the best strategic direction. We will then demonstrate how this identity can adapt to different environments and translate the strategy into a distinctive, relevant brand experience.

4

## Guiding & Delivering

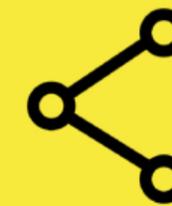
Materials that showcase the most effective ways to communicate the new place-brand and guide local businesses how to utilise it to support and strengthen their own brands.



5

## Implementation

Strategy and implementation plan including ideas for future campaigns, the launch and marketing roll-out.



We will identify priority audiences and devise mock-ups for a campaign aimed at one or more of these markets, then strategise ideas for future campaigns, the launch and marketing roll-out. Alongside the Steering Group, we will develop an Implementation Plan that balances 'quick wins' (e.g. place website, place-led use of social media and photography) and strategic interventions that involve the private sector as much as the public sector in building the brand and communicating its messages.

## **CO-DESIGN AND ENGAGEMENT - INCLUDING, INFORMING AND INSPIRING**

We would introduce an impactful degree of co-design into any place brand with key stakeholders, residents, businesses and “targeted demographics”.

### **Why are we proposing consulting?**

We know that the key to a successful place brand strategy is to strip back the layers and get to the heart of how the area wants, and needs, to be defined – and all its little quirks in between. And that means getting out from behind our desks and heading into the community to gather the detail and stories that inspire the area’s brand story and narrative. With community and stakeholder help, we will actively engage with the people of the town or city – from business owners to families and students – to hear about how they really want their home and place of work to develop. Then we’ll set about making it happen.

Only through this high level of engagement will it be possible to deliver an identity that captures the unique spirit and opportunities that the area presents, and craft a message and tone of voice that all facets of the local community can embrace.

Over the past few years we have substantially invested in and developed an engagement process and set of digital tools that we hope we can demonstrate face to face if we are selected for interview. These digital tools would sit within the area’s website that we would create in-house.

In addition to the digital engagement we would organise:

- Public drop in events**
- Business briefing and visioning workshops**
- Schools engagement**
- Elderly citizen engagement**
- Snap opinion polls**

And more!



On site staff engagement.



Paper format questionnaires.



Online Surveys.



Group Q&A Sessions.



Individual Q&A Sessions.



Making sure we're in agreement every step of the way.

## **CO-DESIGN AND ENGAGEMENT - INCLUDING, INFORMING AND INSPIRING**

Engagement and consultation that sets out strategic context for the place brand process and presents:

1. an explanation of the place brand process (in a way that all people will understand)
2. a vision that addresses the lack in some quarters, of civic pride in the area
3. the opportunities for the positive projects taking shape in the area
4. an explanation of why / how other local, regional, national and international places are in competition
5. an understanding of the area's actual and perceived character and characteristics by:

**A.** reviewing all relevant existing primary and secondary research, economic, local strategies, recent consultancy reports etc. We will get underneath the skin of the current narrative, immerse ourselves in the history and future plans and start to build a narrative from day one.

**B.** working with your project team we would look at how and what current messages are used, previous campaigns highlighting what has worked and why and what hasn't. We would undertake a full audit of the current brand. We will assess and add to your current activity and use the skills of the HemingwayDesign events team to evaluate the impact of current "events"

and suggest tweaks / improvements to the current programme

**C.** observing and assessing social media to consider what the current 'noise' is about.

**D.** immersing ourselves in the area and analysing the touch points' where audiences interact with the place

**E.** partnering with local , city wide ,regional, national and international media

**F.** private sector and public engagement that add depth and meaning to any existing evidence - to include proposals for how we can engage with schools and young people - The area team to identify and recommend the most appropriate community groups, businesses, schools and influential residents etc for engagement

**G.** one-to-one conversations with local business, residents and the visitor economy\*

**H.** focus groups with local business, residents and the visitor economy

# CO-DESIGN AND ENGAGEMENT - INCLUDING, INFORMING AND INSPIRING

**1.** online platform / interface that captures public opinion and engages through questionnaires and surveys - analysis and reports from all the engagement published online – we will connect more meaningfully with positive users of the platform - structure and questions / surveys to be developed in collaboration with the team. The output of this stage will be a robust evidence base which will enable us to develop the key themes of the narrative and use this to drive the creative direction for the visual identity.

## WE WOULD SET “RULES OF ENGAGEMENT”

1. Always looking forward - conversations that focus on the positives not negatives
2. Focus on positives - negatives are only communicated internally
3. Promote the opportunities - present the negatives as opportunities



## TESTING PHASE

To drive momentum and keep the program on-message at every turn, we recommend forming a Steering Group. This team will meet at key stages of the program's implementation, and will pinpoint the program's focus from the outset. The place brand steering group would consist of reps from education, local councils, businesses, the client team. In addition we will recruit a cohort of "outsiders" who can test the outputs from a dispassionate point of view. To ensure that the project targets and "tests" thoroughly we would develop a place-specific version of the People of Thamesmead piece of work (page 25). Throughout the process we will keep returning and testing these 4 points:

1. What does the area do?
2. Who is the area for?
3. What makes it unique?
4. What is the future of the area?

We will benchmark progress against other projects that have synergy (i.e. our work with Knight Dragon on the Greenwich Peninsula and with Argent at King's Cross) - We have the experience of working hand in hand with councils and developers having spent the last 5 years working with Argent on the placemaking for King's Cross and the last four years with Knight Dragon on the placemaking events for The Greenwich Peninsula. We have extensive local experience in terms of The Greenwich Peninsula work and our project in Thamesmead and our relationship with the Emirates cable car crossing. We fully appreciate the challenges of this part of London, but also understand the tremendous potential.

HemingwayDesign have inbuilt "bullshit monitors" and over 3 decades of experience growing "antennae" that recognise ineffective campaigns. So many place brands are laughable and die either a slow or quick death without having any impact, wasting significant sums of money in the process. HemingwayDesign will simply not let this happen. 38 years of learning and building a healthy dose of nouse, cynicism, and a diverse and savvy team, are what we can bring to any place brand project.

## The people of Thamesmead

People make place and increasingly via all the traditional and digital tools at our fingertips, it is people that are the best asset in creating a place brand and in the subsequent marketing of a place. We would start to get under the skin of the Thamesmeader. Here is the kind of thinking we would undertake from day one.

We believe that our approach to place brand and place-making will help create the environment and instilling pride, a sense of belonging atmosphere best able to attract a pioneering community whilst raising the aspirations of the existing community. The people of Thamesmead can take on and drive the principles of the brand. Their activities and lifestyle will help to define and promote a strong 'place' identity.

### 1 - INNER CITY ESCAPEES

Attracted by the environment, the affordability, and the facilities on offer at Thamesmead they have been considering leaving a central London that has already priced out their friends. They are primed and ready to contribute to the pioneering community and bring an "oven ready" entrepreneurial spirit. Thamesmead was after all, an original London overspill town.

### 2 - CULTURALLY ACTIVE AND PHYSICALLY ACTIVE YOUNG FAMILIES

Couples with pre-school and / or junior school age children who want access to the culture of London but also want the freedom of space for their young children to "grow". A young family, they love cities and outdoor life in equal measure. They feel that Thamesmead has everything: access to culture, work and they can wander out with the kids and enjoy the outdoors. There are well regarded junior schools that they can walk and cycle to. And importantly they can remain in a city and region that they are familiar with.

### 3 - THE THAMESMEAD SERVICE INDUSTRY ARMY

Working in the beauty, seamstress, cleaning and care sectors, providing key householder services from their homes or in suburban and town centre edge low cost retail premises. This group are positive about the Thamesmead app and the networking opportunities to help them win more work and grow their businesses. In addition there are the good public transport connections to the city centre, opportunities of a large new client population and a low rent short term lease on a new unit. Also excited about the range of options from rent to shared ownership in such a wonderful setting.

### 4 - THOSE LOOKING TO 'MOVE ON UP'

Younger people currently working in retail and distribution whose ambition has been piqued by what they are hearing and seeing about Thamesmead. Looking for opportunities to improve their skills and learn more about self-employment and small business development at the courses being run at the Thamesmead Enterprise Centre. Currently living at home with parents in social housing but would like to rent their own place. Thamesmead is seen as a new opportunity but one not far from friends and family. Thamesmead will be a stepping stone to something they thought they may not be able to achieve.

### 5 - CULTURALLY ACTIVE AND PHYSICALLY ACTIVE MATURING FAMILIES

Families with teenage children who enjoy "city edge" living giving them as a family access to space but also allowing their children access to the urban attractions that appeal to maturing young adults. The enterprising community network is attractive to parents thinking of leaving the rat race when the kids leave home in the next few years and also sparking young people to get inspired by different, creative or tech careers and the support which Thamesmead offers.

### 6 - TECH AND CREATIVE LED START UPS

Start-ups choosing Thamesmead because of its access to The Thames Estuary Production Corridor, the developments commitment to green technologies and infrastructure, the accessible and affordable opportunities presented by the Thamesmead Creative Hub and its place-making events and the affordable and high quality lifestyle presented by the locale. All their disposable income goes into their business and rental properties suit their current position in their life-cycle. Sharing spaces with like minded creatives can inspire new ideas and relationships.

### 7 - PIONEERING HOMESTEADERS

Pioneering homesteaders - couples putting down roots in exciting new developments and who have been "waiting" for something as forward thinking as Thamesmead to come along to an affordable part of London. A young co-habiting, diverse couple who are buying, often via shared ownership or other incentive package, their first home. They are social, go out a lot, one works in the west end and the other works partly from home on a micro business that they both plan to develop into something larger in the fullness of time. They also love running and cycling and Thamesmead's open spaces gives them the best of both worlds.

### 8 - LIFESTYLE ENTREPRENEURS

Fiercely independent designer makers, artisan food retailers, café start-ups and home interior retailers, getting established by catering for the new incoming homesteaders and spreading the word about Thamesmead as an interesting retail destination via social media and word of mouth. Thamesmead can be inspirational for home hobbyists developing their passions into a business - supported by workshop space and online business networks.

### 9 - LOVERS OF MID-CENTURY

Whilst this is a small demographic and will constitute a very small proportion of the future Thamesmead population they have marketing and enterprising clout. They aspire to the Barbican and Golden Square, shop at Mid Century antique fairs and already are intimate with Thamesmead's history. They are coming to Thamesmead to live the dream and be part of a pioneering community.

### 10 - THE THAMESMEAD TRADES-FOLK

Qualified tradespeople aged 25-50 looking to up-size to a house for a growing family. Employs a team all working in the Thames Estuary area on individual household maintenance, as well as contracting on new build and refurbishment schemes. Likes the fact that at Thamesmead there are homes with office space and space to store a tool or two without causing a family row. Expecting to gain work through building contracts at Thamesmead as well as ongoing maintenance. The Enterprise Centre and secretarial services are an attraction as is the Thamesmead app and website which assists access to new contract opportunities and jobs.

### 11 - DYNAMIC DIVERSE LOCALS

A modest and diverse demographic that already live in the region and are invigorated by Thamesmead's exciting enterprising community, inclusive and unpretentious community living, access to the outdoors and vision as a place without hierarchies, "luxury living" or class distinction. They are attracted by homes that are genuinely affordable to local people; whether it be low-cost homes for first-time buyers and families alongside houses and flats to rent at affordable prices.

## CLIENT TESTIMONIALS

### THAMESMEAD PLACE-BRAND

*“HemingwayDesign have worked extensively with local groups to really understand Thamesmead and help us develop a placebrand that represents the town and the people who live and work here. They have managed to capture the spirit of the area in a way that should also resonate with people from outside of Thamesmead encouraging them to take a positive look at the many changes happening now. Hemingway’s community driven approach is impressive. To create a brand which is well designed, accessible and meaningful for local communities, future residents and stakeholders is a real skill. HemingwayDesign have achieved this for us and we are really pleased with the results”. - John Lewis, Executive Director Thamesmead, Peabody.*

### MIDDLESBROUGH PLACE-BRAND

*“Middlesbrough Council engaged Hemingway Design as its partner in the creation and launch of a new place brand for the city. Hemingway Design led an approach that was creative and inclusive, engaging local residents and businesses to create a new narrative for our city and our people. The result is a place brand that truly reflects who we are and what we want to become and is a significant strand of our work to deliver both social and economic growth.” - Tony Parkinson, Chief Executive, Middlesbrough Council*

### GREEN HILLS BLACKBURN

*“Working with the inspirational team at HemingwayDesign has brought innovation and a new way of thinking to housing scheme design. Green Hills Blackburn was created around the ethos of bringing the local community together, with individually designed homes set around two village greens. The success of the development comes from the HemingwayDesign team’s attention to detail and it has proven that good design doesn’t have to be expensive. Their development of the name Green Hills and the brand and the brand guidance, narrative and photography has enabled the marketing materials, hoardings, digital presence to be forward thinking, engaging and is contributing significantly to the success of the project.” - Paul Jones, Development Director, Kingswood Homes*