To build a brand identity which promotes West Cumbria as the place of ‘choice’ to live, work, play and do business.
The Prize

Find a career that inspires you in a place that excites you

25,000 Careers  £26bn investment
The Approach

A seven year plus branding campaign shaped by a steering group of key founding partners and delivered by CN Group which includes a high profile virtual recruitment fair.
The Benefits

Pooling resources and working together will help partners overcome a major challenge to their growth and the economic prosperity of West Cumbria.

Success will lead to measurable improvements to businesses and the wider community and span issues including:

- Recruitment and job creation
- Skills, training and education
- Supply chain opportunities and business support
- Health, housing and infrastructure
- Networking and supply chain opportunities
What is a brand?

Brand building is a step-by-step process.
It starts by appreciating a brand is more than a logo and lives in the hearts and minds of customers. In effect their perception of a business equates to your reputation.

- Understand business objectives, the role your brand plays and where it adds value
- Understand who we are targeting
- Establish and frame your big idea
- Understand how far you need to shift perceptions and build messages to engage with customers
- Become content publishers and push through the appropriate channels
- Deliver activities and measure results
Our brand must achieve...

By understanding what success will look like, we can build from a solid platform.

Create a movement of people working towards a common goal - a more prosperous West Cumbria.

- Build a recruitment & employment framework
- Inspire people to work and live in West Cumbria
- Develop infrastructure to allow business to grow
- Create a lobby group to present a united and single voice to government
- Create an environment for networking and collaborative working
- Drive industry standards - to help promote the region
Who are we targeting?

We need to build target customer groups who will best fit the opportunities we have. We can then target our messages and take the customer on a journey, leading to West Cumbria.

- Identify the types of careers & experience levels
- Independent or families. Work or lifestyle led
- Why are they considering relocating? And then specifically what would make them choose West Cumbria?
- If they are considering leaving West Cumbria - why? what opportunities do not exist here?
- What do we need to change to be more attractive to them?
What do they need from us?

Once we know what our target groups desire, we can match with messaging. We can then answer the questions that matter most to them.

- A career that will grow as they do
- Opportunities - a second career move does not mean relocating again
- West Cumbria is a vibrant place to live, work, play and do business
- It is amongst the best places to live in the UK
- Top performing schools for their children
- Out of work will be as good as in work - a broad range of culture, sports, shopping etc.
Set values, frame big idea

Big ideas are memorable, easy to buy into and share with others.

An important part of this will be developing values that capture the essence of Choose West Cumbria, which in turn will underpin everything we do. Choose West Cumbria is passionate about:-

**WEST CUMBRIA FOR EVERYONE**
- Careers not just jobs
- An opportunity for everyone
- Public and private sector working together to deliver structured growth

**CONNECTING PEOPLE WITH OPPORTUNITIES**
- We help you achieve your goals
- Working together for Cumbria
- Understanding people's needs

**DELIVERING A CUMBRIAN EXPERIENCE**
- You can trust us
- Realistic and pragmatic advice
- Proud of Cumbria, but globally aware

**LOOKING FORWARDS**
- Proud to work for your employer
- You can achieve in South Cumbria
- Culture, art entertainment, sports can all still be accessed.
Our Machine

What is our fuel? In our case credible applicants (leads) will drive success.

Find a career that inspires you in a place that excites you.
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How the brand will be delivered

The Virtual Careers Fair is a key part of the campaign.
The Virtual Careers Fair and Choose West Cumbria brand will be promoted through print, digital, video & social media.

Relocating is a big step to take. We need to showcase the area and make it easy to Choose West Cumbria.

An example of the Choose West Cumbria website
Engaging content - targeted to tell a story

In the modern marketing mix content is now a key driver. It brings relevance and the opportunity to connect with audiences - building relationships that are tangible.

By working together we can become content publishers who showcase the region and its success stories - it will help align perceptions.
Communication Timeline

We recommend the creation of overview documents that everyone can access to understand what the project will achieve along with realistic timelines. From this, a communication process and plan can be developed to give a consistent message - with a branded Choose West Cumbria tone of voice.

A year 1 launch plan may cover things like:
A structured approach driving standards & careers

Year 2 can build on success: Refine process, share stories, push for support and showcase the region globally.
Come and join us: commitment to the brand

Commitment is key to the success of the brand and partners must take an active role in its development and promotion. For example: creating and sharing content and collaborative working around ideas.

Part of the commitment will need to be financial.
The way forward

AGREEMENT ON FINANCES

AGREEMENT ON STEERING GROUP

STRUCTURE AND TIER SYSTEM APPROACH

GETTING TO WORK AND IDEA OF TIMESCALES

NEXT MEETING