

Report of	Meeting	Date
Director (Commercial Services) (Introduced by the Executive Member (Economic Development and Public Service Reform))	Executive Cabinet	17 th June 2021

Alker Lane Scheme Name

Purpose of report

- To advise as to the proposed name for the Alker Lane development .

Recommendation(s)

- That the proposed name, Strawberry Meadows Business Park, be approved.

Executive summary of report

- The Alker Lane scheme commenced on site on the 1st June 2021 and Officers have already received numerous expressions of interest in the availability of the units.
- As part of the marketing strategy, a strong and appropriate identity is required.

Confidential report Please bold as appropriate	Yes	No
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Key Decision? Please bold as appropriate	Yes	No
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Reason Please bold as appropriate	1, a change in service provision that impacts upon the service revenue budget by £100,000 or more	2, a contract worth £100,000 or more
	3, a new or unprogrammed capital scheme of £100,000 or more	4, Significant impact in environmental, social or physical terms in two or more wards

Reasons for recommendation(s) (If the recommendations are accepted)

- To establish a strong, clear identity for the development as part of the wider marketing strategy.
- To allow the marketing strategy to be implemented .
- To demonstrate synergy with the adjacent Strawberry Fields Digital Hub.
- To encourage potential tenants to engage with the scheme.

Alternative options considered and rejected

9. Delay the naming of the site. Rejected as this prevents the marketing having full impact with the site having no identity.
10. Consider naming the site 'Alker Lane Business Park'. Rejected due to the lack of synergy with the adjacent Strawberry Fields Digital Hub.
11. Consider naming the site 'Strawberry Fields Business Park'. Rejected as this does not provide sufficient differentiation from the adjacent site

Corporate priorities

12. This report relates to the following Strategic Objectives:

Involving residents in improving their local area and equality of access for all		A strong local economy	x
Clean, safe and healthy homes and communities		An ambitious council that does more to meet the needs of residents and the local area	x

Background

13. Site works have commenced on 1st June 2021 and Officers are already receiving expressions of interest from potential tenants.
14. It is therefore considered imperative that the identity of the new business park is established and can be used within the wider marketing strategy to promote the development.
15. The name 'Strawberry Meadows Business Park' is proposed, having considered the following:
 - a. The 'strawberry' reference allows the branding to be aligned with the established branding on the adjacent digital office hub, is also references the prior use of the site
 - b. The alignment of the branding supports the view that the digital office hub and the adjacent business park will compliment each other and provide services which tenants can utilise as their business develops and grows
 - c. The inclusion of 'meadows' within the name provides some differentiation from the adjacent site, whilst retaining sufficient synergy
16. The marketing strategy is in the process of being finalised, including a website, promotional material and physical site signage. The agreement of a name, will allow this process to be concluded and the marketing strategy implemented. With the first units planned to be available from Spring 2022, this will allow negotiations with potential tenants to be progressed and concluded in sufficient time to see units occupied as soon after completion as possible.

**Implications of report
Risk**

17. Failure to name the scheme will potentially undermine the marketing strategy, in the absence of a clear brand identity
18. This report has implications in the following areas and the relevant Directors' comments are included:

Finance	x	Customer Services	
Human Resources		Equality and Diversity	
Legal	x	Integrated Impact Assessment required?	
No significant implications in this area		Policy and Communications	x

Comments of the Statutory Finance Officer

19. No Comments

Comments of the Monitoring Officer

20. No comments

Mark Lester
Director of Commercial Services

Report Author	Ext	Date
Dan Gosling	-	10.06.21