

# Destination Mansfield Project

Helen Sisson for the Mansfield Place Board



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**Mansfield**  
District Council

# Overview

The project will rebrand the destination, create a positive image and promote the latest regeneration schemes that are taking place in Mansfield. This will go on to provide confidence to investors and residents.

It will celebrate the history and heritage of the district, and inevitably create an identity for Mansfield.

The district will be positioned as a place of choice to live, work and invest.



# Objectives

- To develop a strong place and branding strategy for Mansfield which has been developed with wide stakeholder engagement
- To present a strong vision for Mansfield and a positive identity
- To showcase Mansfield and the projects taking place as a result of Town's Fund and other investment
- To celebrate the history and heritage of the town
- To improve perception of place with local residents and businesses
- To increase the number of people visiting Mansfield
- To increase the number of people participating in cultural activity through a new events programme



# Outputs

- **The Place Strategy**  
To connect our ambitions for the area and signature projects from our masterplan to define a shared understanding of our place.
- **The Branding Strategy**  
Based on research to develop a strategy that is right for Mansfield to tell a story with integrity, authenticity and strength.
- **The Branding Guide and Toolkit**  
Rich content to reimagine and coherently promote Mansfield through integrated communications



# Deliverables

- Two years of brand adoption activities and campaign content creation delivered by the end of 2024/25
- A minimum of 2 new cultural events taking place each year to deliver a minimum of 6 events by the end of 2024/25
- 1 temporary job supported during project
- £215,000 of co-funding committed



# Type of activities and campaigns to consider

- Arts/Sculpture trail such as Hoodwinked
- Enhanced winter festival and light night
- Hello Lamppost heritage and fast facts for Mansfield
- Food market
- Tour of Britain 2022
- Welcome to Mansfield signage



# Budget – Total project

Activity	2022/23	2023/24	2024/25	Total
Place strategy	25,000	0	0	25,000
Branding strategy	35,000	0	0	35,000
Concepts	40,000	0	0	40,000
Brand adoption	40,000	48,000	48,000	136,000
Campaign content development	9,000	26,000	15,000	50,000
Event development and hosting	65,000	95,000	90,000	250,000
Staffing	24,000	60,000	60,000	144,000
Contingency	12,000	12,000	11,000	35,000
<b>Total</b>	<b>250,000</b>	<b>241,000</b>	<b>224,000</b>	<b>715,000</b>



# Budget Towns Fund

Activity	2022/23	2023/24	2024/25	Total
Place strategy	30,000	0	0	30,000
Branding strategy	40,000	0	0	40,000
Concepts	40,000	0	0	40,000
Brand adoption	40,000	50,000	50,000	140,000
Campaign content development	10,000	20,000	10,000	40,000
Event development and hosting	70,000	50,000	45,000	165,000
Staffing	9,000	18,000	18,000	45,000
<b>Total</b>	<b>239,000</b>	<b>138,000</b>	<b>123,000</b>	<b>500,000</b>





# Timetable

<b>Project Funding Approved</b>	<b>July 2022</b>
<b>Procurement of Supplier for strategy and branding</b>	October 2022
<b>Stakeholder engagement on Place Strategy</b>	November 2022
<b>Completion of Place Strategy</b>	January 2023
<b>Event Programme Commences</b>	September 2022
<b>Stakeholder engagement on Branding Strategy</b>	January 2023
<b>Completion of Branding Strategy</b>	March 2023
<b>Branding concepts developed</b>	April 2023
<b>Brand adoption and campaign content development activity commences</b>	May 2023
<b>Welcome to Mansfield Signage completed</b>	July 2023
<b>Project Completion</b>	2025



# Governance

- Project Manager - Helen Sisson MDC
- Project Sponsor - James Biddlestone MDC
- Programme Manager - Geoff George MDC
- Destination Branding sub-group chaired by; Richard Crisp Mansfield Building Society
- Mansfield Place Board chaired by; Andrew Cropley Vision West Nottinghamshire College





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