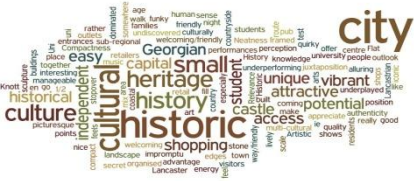

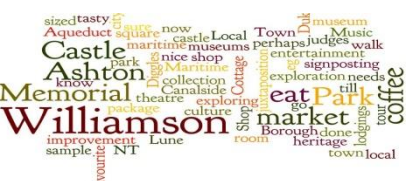





**Appendix A**

**Lancaster Brand Wheel Summary**

<b>BRAND WHEEL ELEMENT</b>	<b>SUMMARY for LANCASTER (including Lune Valley)</b>	
Brand Essence	An Authentic Vibrant Historic City	
Rational Attributes	<ol style="list-style-type: none"> <li>1. Lancaster Castle &amp; Heritage Attractions</li> <li>2. Architectural, Fabric of the City &amp; Hidden Spaces,</li> <li>3. River Lune (Lungs of the City): access to countryside, walking/biking</li> <li>4. Theatre, Arts &amp; Events/Festivals</li> <li>5. Independent &amp; Quirky: shopping, coffee, pubs</li> </ol>	
Emotional Attributes (Promise)	<ol style="list-style-type: none"> <li>1. Surprising</li> <li>2. Intimate</li> <li>3. Cultured</li> <li>4. Belonging (&amp; connected: pride, House of Lancaster/Lancaster's Story)</li> <li>5. Impressed</li> </ol>	
Position Statement	One of England's most vibrant historic cities where culture and heritage captivate and inspire visitors.	
Key Messages	<ol style="list-style-type: none"> <li>1. Castle &amp; Heritage Attractions*</li> <li>2. Vibrant City Culture*</li> <li>3. Countryside on the Doorstep</li> </ol> (*architectural ambiance, unlocking the city's story)	
	<b>OTHER BRANDING BRIEF ELEMENTS for LANCASTER</b> (summary of stakeholder and consumer research conducted in 2013)	
What's Special?	 <p><b>Lancaster</b> Heritage, culture, uni &amp; shopping</p>	 <p><b>Lune Valley</b> Beauty, country, river</p>
No 1 Thing to Do?	 <p><b>Lancaster</b> Historic attractions, eating &amp; drinking</p>	 <p><b>Lune Valley</b> Walking, Crook O' Lune</p>
Competition	<ul style="list-style-type: none"> <li>• Visitors: Chester, Harrogate (not premiership like York and Bath)</li> <li>• Students: York, Durham, Bath, Edinburgh, Leicester, Exeter</li> <li>• Other leading inner city vibrant centres: Manchester, Leeds</li> <li>• Local: Carlisle</li> </ul>	

<p>Who Would Appreciate?</p>	 <p><b>Lancaster</b> Students, couples, families</p>	 <p><b>Lune Valley</b> Families, cyclists &amp; older couples</p>
<p>Target Markets</p>	<ul style="list-style-type: none"> <li>• Adult couples/groups 40+ ABC1</li> <li>• Students (postgrads 21+ &amp; undergrads 17+ and families)</li> <li>• Working Professionals 21-35 BC1C2</li> </ul>	