



Sefton Council Commercial Brand

Brand Workshop

July 2018

— WHO IS OUR TOTAL —
AUDIENCE?

Residents and locals***

Buyers***

Council cabinet and City Region*

- Landowners
- Neighbours
- Other public-sector providers: schools, health, etc
- The press/media
- Mortgage lenders
- Architects
- Planners, including town planners, transport, highways and other consultees
- Adjacent authorities, Councils, Ward Councillors plus other departments
- Supply chain
- Agents
- DCLG auditors
- The money:
 - Funding
 - Council
 - Other funds
 - Government funds
 - Home England
- Employers and Employees
- Housing association
- Other developers; commercial and residential
- Infrastructure provision

* Identifies a vote



— WHO ARE OUR —

PURCHASERS?

Demographics: A-D Ratios****

- But non on proposed sites are difficult or deprived area

First time buyers****

Families**

Even Mix*

- Maximised on research, 3 bed family homes

Affordable*

- Key workers through housing association H.T. buy

- 25-35 with young family
- Young professionals
- Downsizers market
 - Sefton net importer of older people; fact
- Those looking to relocate
- From outlining area
 - For affordable
 - Bring families in
- Locals first but open
- Incentives
 - To retain talent and meet need, car drivers
- Location driven
- Investors, buy to let
- Property development
 - Houses, medium density, 2, 3, 4 beds
- People who need to adapt the home as needs changes

* Identifies a vote

Why can't the Council do this?

Perception*****

- It's not council housing, remove entitlement and bring aspiration

Remove from political environment*

- Arm's length

We're doing more than just meeting housing needs*

- We can work outside this housing list/perception

Focus & specialism**

- Skills and expertise/high profile boards/advisors to die for/formulate a flexible delivery team (per site) best combination)

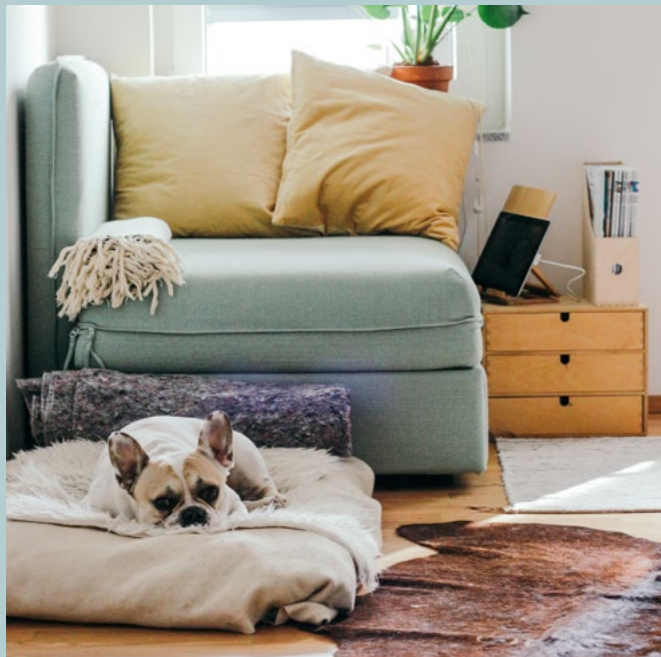
Unhindered procurement*

- Not just best value, best solution

Innovation, perception and flexibility**

- Limiting risk for council and justifying this in the political arena
- An appetite for risk
- We're free, council more constrained
- Council may be seen to be given an unfair advantage
 - Perceived fairness
 - Principled
- Stand up to completion on private level
- To meet commercial needs
- Planning
 - Not seen as internally leveraged a LTD Co.

* Identifies a vote



— WHY IS THE —

SEFTON COUNCIL COMMERCIAL BRAND

— REQUIRED? —

LONG TERM INTEREST

Support the continuation of Council services,
due the profit being out back in*****

Create a brand with quality and perception*****

Longevity*

- Buyer confidence, credibility, quality, return on Investment

Committed to this*

To be Custodians for Sefton*

- The fit with Sefton as a place, commitment to sustainable
- Choice to develop well 1st time
- To ensure quality that increase in value for grant funders and repayments
- Delivery of credentials
 - To deliver promises
- Key sites not available to anyone else
 - To create access to quality sites to meet the need (1000 homes, target is 11,500 by 2030, 1,100 P/A)
- Be part of the regeneration
- Because of the trust and stability of the ownership (quality has to be earnt)
 - There are negatives with regard to trust
 - Nationally low on the list
- Responding knowing what people wants/needs
- Social value
 - Putting jobs back in the place
 - Creating the possibility to buy!
- Character public realm sustainability and ancillary/amenities

* Identifies a vote

— WHAT MAKES US —
UNIQUE?

We're happy to deliver affordable housing***

We're not totally focused on profit**

(We're about meeting need, value driven)

We're 110% committed****

Providing the right product for the right people
in the right place for the right reason**

(but obviously commercially viable and realistic)

Better housing in value and quality*

- We're focused on long term sustainable
- PR Risk around
 - The political arena
 - We need to be better
 - More often honest and responsive team
- The arbiters of value are greater/better/more impactful
- We have a high percentage of advantages others don't have
 - We are ready and fit to go
 - Recognise others have cash supply
- We're transparent, with profit and driving value R.O.I

* Identifies a vote

Who do we feel are directly competing against?

Who is our direct competition?

- David Wilson Homes
- Bellway
- Redrow (little better on quality)
- LCC
- Bloor homes
- Kingswood
- Morris homes
- Jigsaw
- Sovini (Housing association)
- Wayne Homes
- Mulburry Homes
- Bankfield
- Elan Homes
- Keepmoat

From a buyer perspective/from a development perspective?

- HTP
- Because of undersupply there may not be competition
- Explore the details
- Homes for life
- Medium/Middle
- Move away from Sovini
- A commitment to V.F.M
- At high standard

Redrow:

Positive	Negative
Good site selection	The company not be liked in Liverpool
Know the Sefton market well	Traditional/old fashioned
Help to buy	Don't fit with the community, not local formula
Good/big brand	Not high percentage affordable
Product looks good/well finishes	Poor planning relationship (trust?)
Modern sustainable to traditional villa	
Good space standard	
Competing density	
Aspirational at high end (£200k -£1m)	
Owners - lots of changeable	
Trust - invest back	
Track record, case studies	
Proximity to Liverpool	





What are your three year challenges?

- Building inflation
- Supply Chain
 - Recruitment
- Ability to procure confidently
 - We're a new company
- Scrutiny on FOI able (freedom of info)
- Delivering on promise and making profit (un-tested)
- Making it like 'NOT' like a council without be under scrutiny
- PR challenges
 - Council hit by press
 - Spin, crises management
 - Story
- Gap between timing announcement to availability
- Brexit
- Local and National elections
- Momentum
 - Political
 - Speed
- The market predictability
- Building the business
 - Capacity
 - Skills
 - Team effectiveness
- The Unknowns
- Brand and reputation
- Track record (case studies)
- Council resilience/ambition
 - Appetite for risk

What are your three year opportunities?

Retain money and houses in Sefton****

Capture land value and capture development profit****

- Money not exciting the system

To create brand business with a difference***

- Energy, principles, place commitment

Build on brownfield sites*

- Highly sustainable deliverable

To be flexible to innovate*

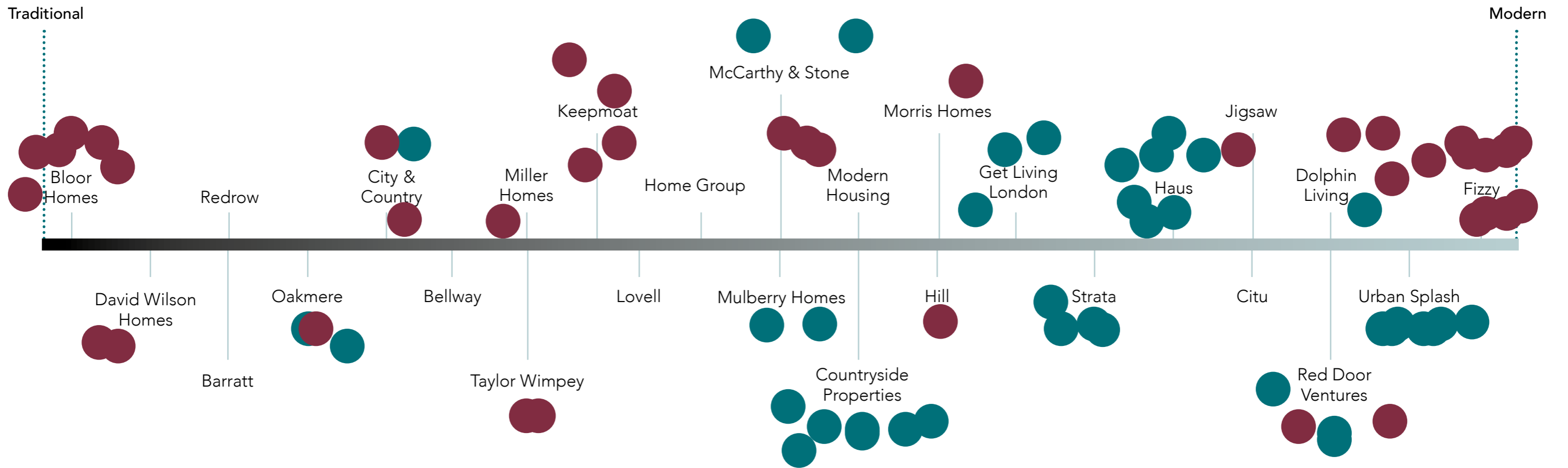
Explore modular potential/disturb market*

Make money to use profit well*

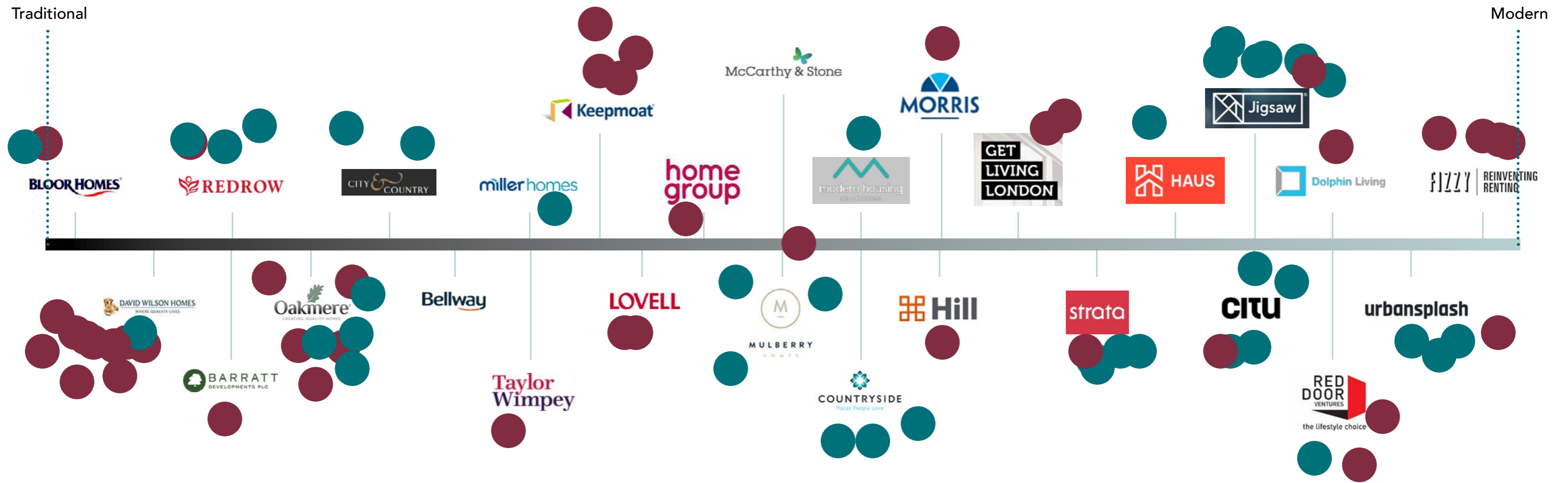
- Geographically expansion (perhaps no include in messaging)
- Build in Sefton
- A new business and all that brings, clean sheet
- To hit the ground running, we're not land banking
- Explore land value + profit given experience
- We are (need to) deliver sustainable product
- Set the standard for the higher building in this Borough

* Identifies a vote

Name Scale



Logo Style



Images that represent the brand

Family Values

Am I giving my children the best?

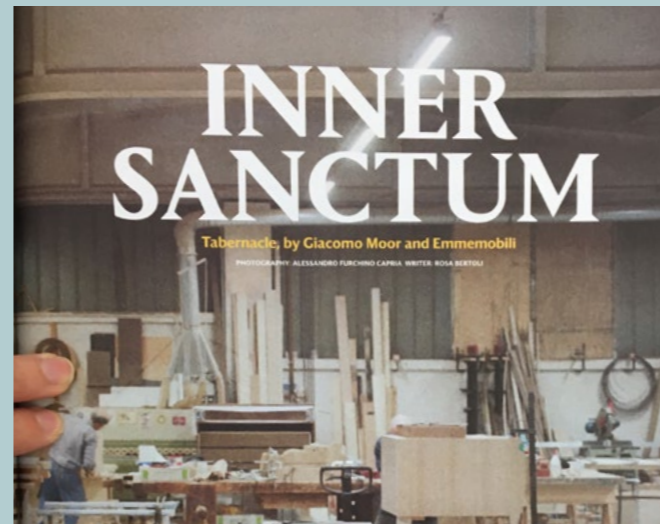
Homely/lived in



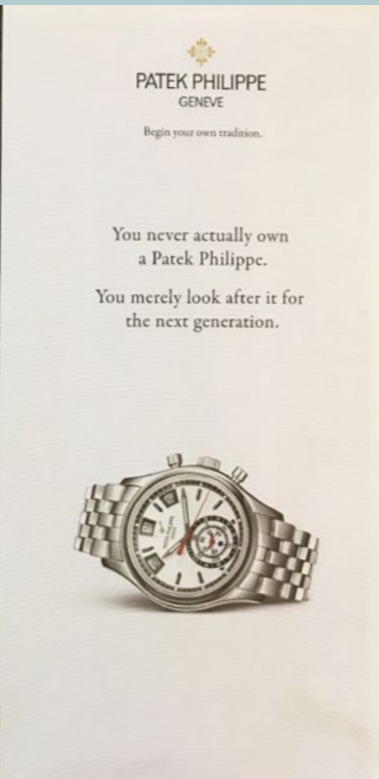
Home. Safe. Sanctuary

The Perfect Fit

Creating homes for life



Relax. Nature. Biodiversity



BREATH OF FRESH AIR

Clean

Community. Play. Spaces. Connections. Fun. Biodiversity. Relax. Nature

New but grounded in tradition. Begin your own tradition. Family focussed. New start. Lifetime home. Making memories

Warm. Modern

Green. Growing. Structured. Environment



Aspirational housing function



Healthy living. Healthy Environment



Living outdoors indoors. Natural palette



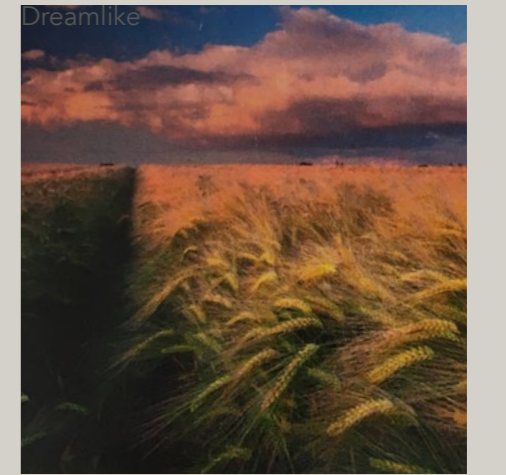
Same market. Differentiate themselves in a crowded market. Innovative



Bespoke



Sand Dunes. Sefton Coastline. Warm & Dreamlike



Stylised but friendly



Blends into the environment



Surprise. Delight



Great opportunity. Why not?

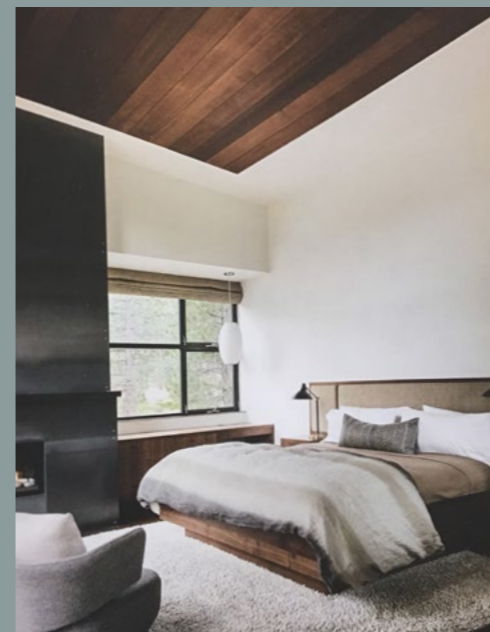


Smooth. Tranquil. Luxury. Calming. Warmth. Comfort



Fun. Stylish. Modern. Bright. Dynamic. Value

Bold. In your face



Organic. Light. Spacious. Intimate. Natural palette. Tidy. Simple functional

Homely. Comforting. Trendy



Clean yet striking



Clean lines. Bright and eye catching without being garish. Fun/bold yet anchored by the simple rectangle structure



Cool building. Different. Brave. Stylish



Quality. Reliability. Does what it says on the packaging. Great logo.

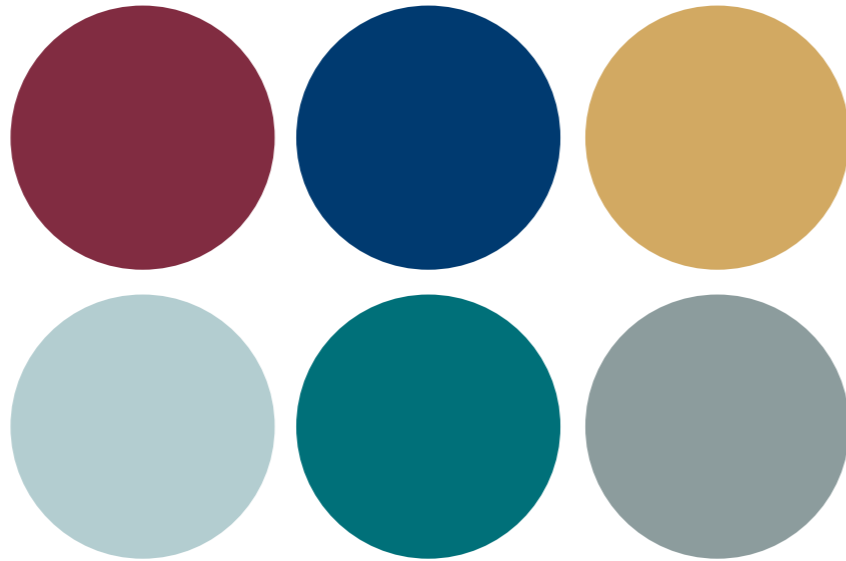


Simplicity. Elegance. Coherence

Brand Alignment

Colour

- Emerald Green
- Brick Red / Terracotta
- Air Force Blue
- Willow Green
- Sand
- Earthy Tones



Zara

- Efficient
- Quality

Apple/Dyson

- Performance

National Trust

- Value alignment

Co-op

- Locally sourced

Mulberry

- Type
- Look

Booths

- Quality
- Care

Ikea

- Functional
- Good value
- Adaptable

Fairy Liquid

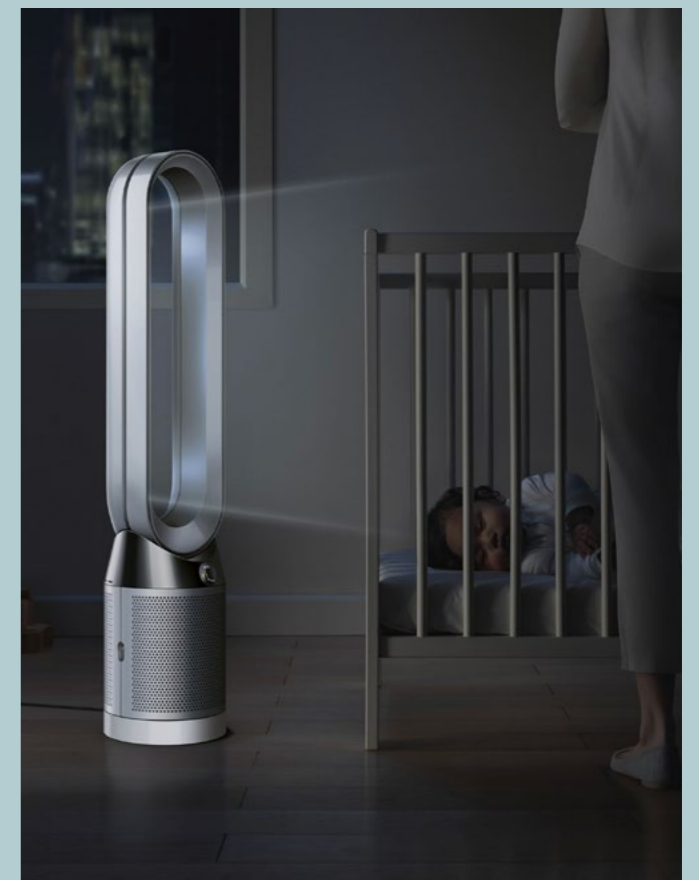
- Trusted
- Long lasting

RAC/AA

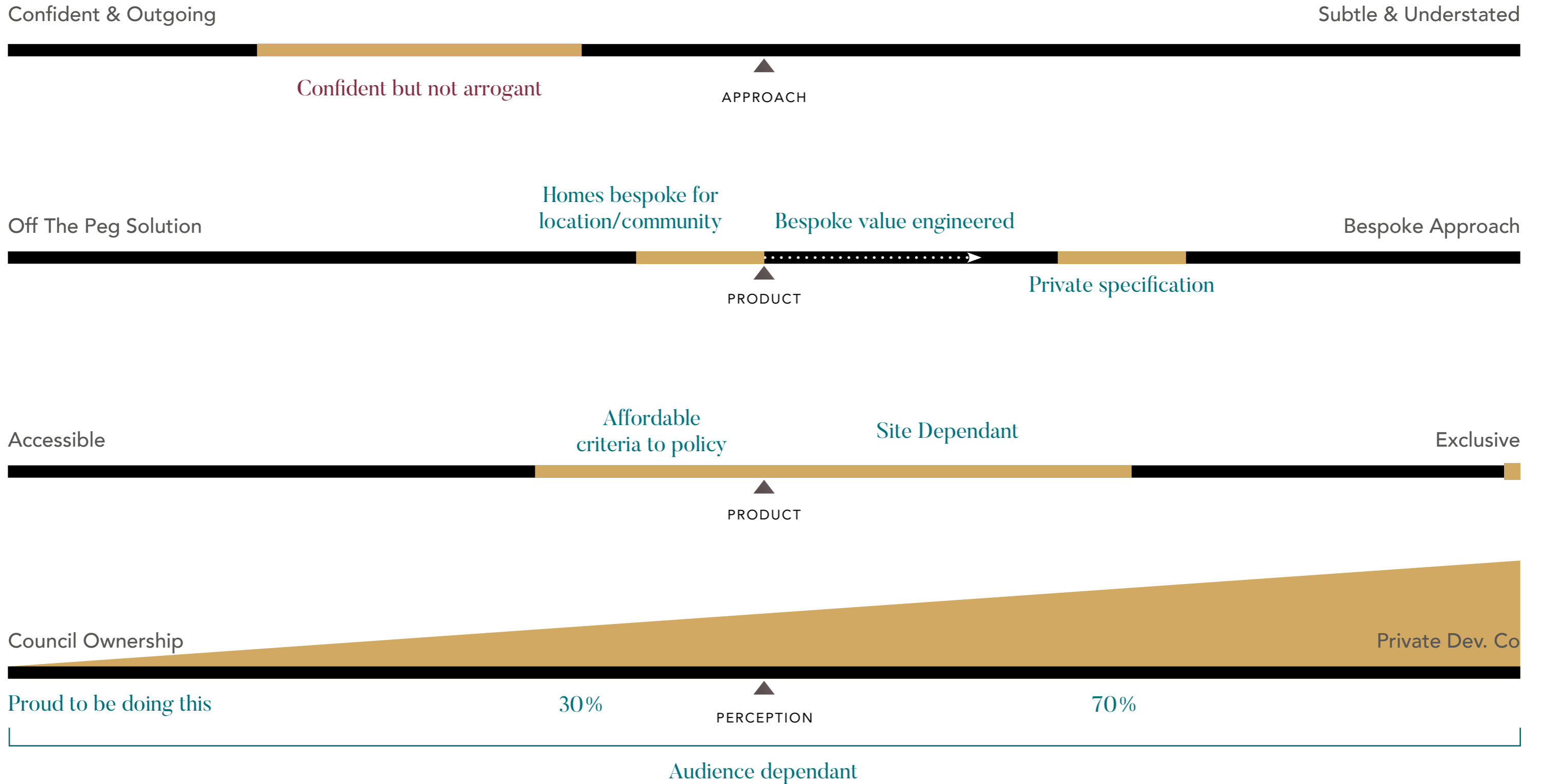
- Dependable
- Trust

M&S

- Environmental
- Strategy
- Plan A



We aim to be...



Values

Confident

Confident in our approach, bold in our decisions and ambitious in our vision to create a brand that responds to communities needs.

Quality

Setting the standard through product/management/ bespoke offer /skills and expertise.

Committed

A devoted brand that delivers a vibrant, supportive, safe and sustainable place for the community.

Credible

Creating a brand that is reliable, trusted and rooted in place that focuses on building strong and vibrant communities.

Integrity

The brand is transparent and honest whilst not afraid of being challenged.

Grounded

Brand is authentic and rooted in place. The community is at the heart of everything we do and we'll reinvest in the place.

Role

To provide homes for the community through a genuine, committed and trusted brand that focuses on quality and sustainability throughout their offering.



Essence:
Creating homes for life



July 2018