



Japan Local Government Centre, London

Monthly Report for June 2010 (Wales and Ireland) – Brand

The rebranding of Welsh and Irish resorts is the focus of a £1.5m cross-border project. The Brand project, funded by the European Regional Development Fund (ERDF) through the Ireland Wales Programme 2007-2013 (INTERREG IV A), is aimed at building on past regeneration projects in the four resort towns and forging a new brand to attract visitors and investment. The Welsh towns involved are Rhyl and Holyhead, as well as Athy and Dun-Laoghaire in the Irish Republic. All four towns have a history of regeneration projects, and all four have difficulties with the way in which they are perceived by residents, businesses, the tourism sector and other opinion formers.

The four objectives of the Brand project are:

1. Identifying and developing the brand of each town;
2. Establishing a sustainable cross-border model for urban re-branding (development of a toolkit);
3. Developing a community understanding of the need for sustainable development;
4. Devising new research and consultation processes

The Cabinet Member for Regeneration at Denbighshire Council (which covers Rhyl) Cllr David Thomas said: *“Within the programme we are working hard to involve different groups, decision makers and influencers in developing our new and forward looking approach. We want people to help us create a stretching, distinct, measurable and simple statement of ambition for our area while identifying our positive assets and experiences. It is intended that our newly created brand will be the means to our achieving the vision.”*

The Ireland Wales Programme 2007-2013 aims to further develop Irish-Welsh co-operation in the areas of employment, innovation, climate change and sustainable development. It follows on from the Ireland Wales INTERREG IIIA Programme, which ran from 2000 to 2006 and covered themes of business and rural development, training, ICT, marine environment, culture, heritage and tourism. INTERREG means ‘Inter-regional’ and denotes the building of links between EU regions. It started in 1989, and is financed under the EU’s European Regional Development Fund (ERDF).

Any opinions expressed in this report are solely those of the author and do not necessarily represent those of JLGC or CLAIR.