

BECOMING AN ACTIVE CITY

Step 3: Conceptualise the idea (create a brand)



This tool outlines the key steps and suggested methods to create a strong Active City brand which will be endorsed by key stakeholders and residents. It will further serve to achieve endorsement and investment into the project by further raising the profile of the initiative.

1. Pre-requisites Checklist

		R	A	G
1.	An identified 'Active City Manager or Lead' to lead the process			
2.	Initial partnership work with key stakeholders			
3.	Completed Step 2			

2. Objectives

		R	A	G
1.	Engage with Marketing specialists ie. from with the Municipality or Health service			
2.	Creation of draft Active City brand and sub brands			
3.	Present brand options and seek endorsement from political and other key stakeholders			
4.	Select brand designs			
5.	Create a synergy and connectivity with the Active City brands by stakeholders and Residents			
6.	Agree that stakeholders fully use the brands within all their promotional materials and raise the profile of all Active City related programmes			

3. Outcomes

- ✓ Political, stakeholder and public endorsement
- ✓ Raised profile of Active City and all of its related programmes
- ✓ A coherent multi agency approach towards the use of the Active City brands and sub brands
- ✓ The Active City brand and sub brands being featured on all promotional material as produced by partner organisations from all sectors

4. Appendices

- ✓ Appendix 3 – Branding
- ✓ Appendix 4 – Liverpool Active City Logo