

# URBAN REBRANDING – SOUTHAMPTON

## Key Points

- UR involves many different **players**
- UR can't be done by one organisation – the different players are all people who have an **interest in the rebranding** (this doesn't necessarily mean a financial interest)
- Each of the players has **different roles and different reasons** for getting involved.

So for Southampton the **key players** are....

**FOR OCEAN VILLAGE MARINA** – OWNED BY MDL MARINAS, OCEAN VILLAGE RESORTS LIMITED THIS IS A MARINA DEVELOPMENTS COMPANY. MDL MARINA'S ARE EUROPE'S LARGEST MARINA GROUP. SOUTHAMPTON CITY COUNCIL GRANTED PLANNING, 1500 LUXURY APARTMENTS WITH A SMALL PERCENTAGE IN AFFORDABLE HOUSING SCHEMES, BARS, RESTAURANTS, LEISURE FACILITIES.

**FOR WEST QUAY** – PART OWNED BY HAMMERSON UK PROPERTIES PLC, DEVELOPMENT COMPANY SPECIALISING IN LARGE SHOPPING CENTRE AND OFFICE DEVELOPMENTS IN THE UK, FRANCE AND GERMANY. ALSO PART OWNED BY GIC REAL ESTATE, WHO ARE THE INVESTMENT ARM FOR THE SINGAPORE GOVERNMENT (£295 MILLION DEVELOPMENT, OVER 100 RETAILERS, SOUTHAMPTON RANKED 13<sup>TH</sup> FOR SHOPPING IN UK IN 2007, SITE IS BROWN FIELD- FORMER PIRELLI CABLE WORKS AND FORMER DAILY ECHO BUILDINGS)

**ST. MARY'S** – PART OF SINGLE REGENERATION PROGRAMME IN THE 1990S AND MORE RECENTLY THE SOUTHAMPTON REGENERATION PARTNERSHIP

**SHIRLEY** – WHOLE AREA GIVEN CENTRAL GOVT FUNDING IN THE LATE 1990S

Players can be local govt, national govt, Urban regeneration companies, private companies, Private investors, Not for profit organisations, Local tourist board, the local community.

UR can involve **REGENERATION**

- Regeneration is usually achieved by improving buildings – either smartening up old buildings or building new ones.

These improvements tend to focus on 4 main areas:

Complete the table with ideas from your Southampton fieldwork. The examples have been done for you...

Area	Examples	What was done/what were the impacts
<b>RESIDENTIAL</b>	Shirley, small bit of regen. in St Mary's by the public toilets.	
<b>SHOPPING</b>	West Quay Shopping Centre, also a flagship building	
<b>COMMERCIAL</b>	Financial institutions at old docklands – Price Waterhouse Cooper, HSBC, Barclays	
<b>WATERFRONT DEVELOPMENTS</b>	Ocean Village Marina	

**Urban rebranding can involve promoting an existing image e.g. Southampton MARITIME CITY - part of Southampton's heritage and the key players continue to use this as part of its future.**

- So... Southampton is **REINFORCING a positive aspect of it's identity** that people already associate with the place rather than reinventing the wheel.
- One way of doing this is to promote a historic centre. Southampton has tried this with the HERITAGE TRAIL but...**has it been a success?** Consider your field work; is this a major reason given for visiting Southampton? Is it a major part of Southampton's image? Consider it in comparison with somewhere that has major **heritage tourism** such as Stratford-upon-Avon or York.
- Promoting an existing image can lead to a **economic spiral of growth or multiplier** and a '**virtuous cycle**' which is not just economic improvements but also socio cultural ones.

I.e. use existing image- people persuaded to visit – which encourages more investment (e.g. new shops/businesses) – which encourages more visitors and so on.

THINK ABOUT YOUR FIELD WORK...where has this been one of Southampton's rebranding successes? Can you fill in the rest?

PLACE / EXAMPLE	ECONOMIC IMPACTS	SOCIO-CULTURAL IMPACTS
<b>MULTIPLIER</b> <b>OVM – redeveloped dock, high class residential homes, target market; the young upwardly mobile. Financial institutions have regional HQs here. Good location for access by road and to labour force.</b>	Jobs created, attracts educated skilled labour force with good wages. Spend money in local area, boosts economy, encourages gentrification and the location of new fashionable bars/restaurants	Predom. Economic impacts, but socio economic status of the area improves. % of housing is part of affordable homes scheme or key-worker housing.
<b>VIRTUOUS CYCLE</b> <b>ST Mary's – FOOTBALL STADIUM and SQUARE</b>		

**BUT** despite all of this promoting an image can be risky; developers can be accused of '**spin**' if they remarket a place without having made any improvements!

Urban rebranding can use **SPORT as a catalyst for change.**

- **speeds up urban rebranding by generating publicity, attracting visitors and investors and creating jobs for residents.**
- **Hosting a major sporting event can have a huge impact on an area.**

For example the Southampton United 'Saints' stadium in St Mary's and the National Sailing Centre at Weymouth in preparation for the 2012 Olympics. Consider the positive and negative impacts of these developments on these areas. Remember that sailing is a non-ticketed open to all event at the Olympics.

Urban rebranding can have **DISADVANTAGES.**

- **Can sometimes have a negative impact**
- **Unrebranded areas can become isolated as a result of rebranding elsewhere**

**e.g. the rest of Shirley High Street and the other shopping centres versus West Quay; Bargate – full of gothic/ethnic shops and The Mall, full of budget shops like Poundland.**

**So the GAP between regenerated areas and un regenerated areas has led to:**

- Decline in local shops because of large scale retail redevelopments nearby**
- Fear of crime, particularly among older people in areas that haven't been regenerated. Remember the video interviews with older residents, the policewoman and Harry Stones' and James G-P's mock 'mugging'!**
- A reduction in volunteer work, social interaction and local clubs and societies as original communities are fragmented by the arrival of young professionals, so called 'yuppies', gentrification has occurred 'filtering' out the original families.**

**REMEMBER! REFER TO THE POWERPOINT FOR OTHER INFORMATION ABOUT WHAT TO LEARN FOR THIS PAPER**

**Think about what you did, why you did it, what it showed for each area. Make notes!**