



## Background

The InStreatham BID was established in 2013. Its four principal aims are:

- Improving the look and feel of the high road
- Introducing enhanced security and crime prevention in town centre
- Boosting Streatham's footfall by delivering a programme of events and festivals
- Promoting and supporting the night-time economy.

Streatham BID's business plan did not contain prominent reference to terms associated either with place branding or heritage. Subsequent discussion suggests that the initial business plan was focussed more on the day-to-day concerns of local businesses; it is possible that the renewal prospectus might place greater emphasis on these issues.

The BID's top three objectives (selected from a defined list) were:

- Increasing footfall from local residents
- Increasing visitor numbers from further afield
- Promoting the BID area

## Streatham BID's understanding of and aims around place branding

Streatham BID would like to increase local pride and celebrate the area's local people, diversity, and quality of life. The term place branding *is* used in Streatham and is closely associated with destination marketing.

Streatham High Road is a well-known transport hub, with commuters frequently changing between public transport modes and routes. The BID would like to increase commuters' dwell time in Streatham; so they might purchase goods and/or services before heading onwards.

## The role of the BID in place branding

The BID recognises the importance of consistency in branding and has a strapline:

*InStreatham: the voice of business in Streatham.*

The BID has launched an app, Mi Streatham, which aims to enable consumers to search, share and connect with local businesses. Businesses can add their profiles and details of events, offers and promotions.

In addition to the app, the BID has been involved in the launch of a local magazine. All of these products are

intended to incorporate the strapline.

## Use of heritage in place branding

The area is home to Streatham Common, Streatham Green (which is home to the Dyce drinking water fountain), Hillside Gardens and an award-winning, recently restored historic Bingo Hall. Other heritage assets located close by, but not within the BID boundary, also contribute to perceptions of the local area.

The BID is keen to harness the value of these heritage assets along with the energy and enthusiasm of local residents, who are often the custodians of them.

However, promotional activity not explicitly directing people to Streatham High Road can be viewed with caution. Convincing retailers of the value of developing a place brand majoring upon heritage assets that are peripheral to Streatham High Road could present a challenge.

## Benefits of heritage/place branding activities

Quantifiable benefits of place branding activities include footfall counting, the number of empty retail units and the number of downloads of the Mi Streatham app.

Improved perceptions of the area is a benefit the BID is aiming for, although harder to measure. The civic pride generated through the celebration of local culture at the annual Streatham Festival (in its 15th year in 2016) is equally difficult to quantify.

## Challenges and opportunities of using heritage in place branding

The BID is aware that more could be done to incorporate heritage into its place brand. It would like to work in partnership with stakeholders such as the Lambeth Council and Transport for London, to create places that people want to spend time in.



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