

A Level Geography preparation

Rebranding

Reimaging

Creating a new mental image of a place through culture: architecture, sport, music

Rebranding

Marketing a place to give it a new identity in the eyes of residents, potential investors and visitors

Regeneration

A long-term process of improving the economic, social and environmental aspects of a place



Rebranding is a concept that most people are familiar with, without even realising it.

Every place has an image. Rebranding aims to change the image of somewhere which is generally regarded as run-down or poor or derelict, and change it to an image of modernity and success. It includes the two elements on either side here – creating a new mental image (reimaging) and improving the physical environment and characteristics (regeneration)



Why do places rebrand?

Places usually rebrand because, as mentioned on the previous slide, they have gained a negative image. This could be for a number of reasons, but in the UK the most common reason was as a result of industrial decline in the 1970s and 1980s. During this time secondary manufacturing industries moved abroad (largely to Asia) and factories in the UK closed, leaving behind polluted environments and an unemployed population. Below are some before and after photos of the London Docklands and Birmingham. Can you list some reasons why each place may have wanted to rebrand?



Strategies used in rebranding

Rebranding tends to use a range of strategies to ensure that the whole area is revitalised. These include retail (e.g. building or re-developing shopping centres), heritage (e.g. museums) and sport (e.g. building arenas or holding important sporting events). In Stratford, London, for example, the Olympics formed a key part of the rebranding effort, as seen below.



Impacts of rebranding

Rebranding has varied impacts. Geographers often call it a 'contested process' as it benefits some more than others. Often it brings lots of new investment to the area and includes developing new and modern housing. This can make the area much more expensive to live in (both in terms of house prices and cost of living essentials such as food) which may have negative impacts on the existing residents.

On the other hand, impacts can be extremely positive. As mentioned above lots of new investment is attracted to the area which can bring new jobs and provide more income for the local council to continue improvements. Westfield in Stratford is a great example here – it attracted large chain stores which increases tourism and income in the area as well as providing jobs for the locals.



Research Task

Your task is to research the rebranding of Stratford, London in detail. You should include the following information:

1. What strategies were involved in rebranding Stratford? (*e.g. what was built/changed?*)
2. How were the Olympics key to the rebranding?
3. What were the positive impacts of the rebranding?
4. Were there any negative impacts of the rebranding?

Answer the overall question: Was the rebranding of Stratford successful?

Some useful links to get you started:

<https://theculturetrip.com/europe/united-kingdom/england/london/articles/london-2012-4-years-on-how-stratford-has-transformed/>

<https://www.queenelizabetholympicpark.co.uk/-/media/ldc/local-plan/local-plan-review-2017/4-section-3-vision-and-objectives.ashx?la=en>

<https://www.visitlondon.com/things-to-do/place/16924475-westfield-stratford-city>

<https://scenarioarchitecture.com/advice/olympic-legacy-east-london-architects/>

<https://www.theguardian.com/society/2016/aug/30/london-olympic-regeneration-but-price-locals-cant-pay>

<https://www.theguardian.com/cities/2014/aug/15/stratford-regeneration-your-stories-olympic-legacy>