HEALTH IMPACT ASSESSMENT of the HOLYHEAD BRAND PROJECT, Isle of Anglesey

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Introduction

Health Impact Assessment (HIA) is a process which supports organisations to assess the potential consequences of their decisions on people's health and well-being. The Welsh Government (WG) is committed to developing its use as a key part of its strategy to improve health and reduce inequalities.

Health impact assessment provides a systematic yet flexible and practical framework that can be used to consider the wider effects of local and national policies or initiatives and how they, in turn, may affect people's health. It works best when it involves people and organisations who can contribute different kinds of relevant knowledge and insight. The information is then used to build in measures to maximise opportunities for health and to minimise any risks and it can also identify any 'gaps' that can then be filled. HIA can also provide a way of addressing the inequalities in health that continue to persist in Wales by identifying any groups within the population who may be particularly affected by a policy or plan.

The Wales Health Impact Assessment Support Unit (WHIASU) was established to support the development of HIA in Wales and is funded by Welsh Government via Cardiff University and Public Health Wales. Its remit is to support, facilitate, train and build capacity in HIA and raise awareness of how the process can support and contribute to improving health and wellbeing.

Background

Project BRAND

BRAND (Bringing Revitalisation and Nurturing Development) is a 3 year cross border Welsh-Irish partnership project with the towns of Rhyl, Dun Laoghaire, and Athy It is 75% funded under the EU Ireland-Wales Interreg Programme, with match funding from the Welsh Assembly Government, Anglesey County Council, and Holyhead Town Council.

Each town has a history of intense regeneration work but all four towns have continued to face difficulties with the way in which they are perceived by residents, businesses, tourism/hospitality sectors and other opinion formers. The BRAND project's aim is to improve perceptions of the respective towns.

The Holyhead BRAND project has set out to nurture positive change by engaging with and working with local stakeholders to develop a framework to help raise aspirations, increase confidence levels and improve understanding of developments in the town.

Project activities to date include the development of a new Holyhead, Holy Island identity and brand expression tookit, focussed on 3 key themes: spirit, nature & history to promote Holyhead, Holy Island as a place in which to do business, invest, visit and live. The project acts as an enabler / facilitator by providing support to local businesses and organisations to use the new brand, to support and promote town centre signage and other environmental enhancements and to support and promote Holyhead, Holy Island events and regeneration activities.

Community Profile

Holyhead is the largest town in Anglesey with a population of approximately 12,000 and faces both many challenges and opportunities (Holy Island has a population of circa 15000)

and has 8 electoral wards (1). 7 out of these 8 wards are classed as "deprived" with 5 wards qualifying for the Welsh Government's Communities First Programme (2, 3)

Key socio economic challenges

Holyhead has:

➢ One of the highest unemployment rates in Wales
➢ Net outmigration of working age people – about half of the county loss
➢ Lower than average levels of educational qualifications
➢ Lowest average household income level on Anglesey
➢ Low car ownership - almost 50% of households do not own a car.
➢ 28% of children live in households with no earner.
➢ Higher than average levels of homelessness, drug and alcohol abuse, youth disaffection, vandalism and petty crime.
➢ Only a small minority of the annual 2m + Port users visit the town centre
➢ A number of old/ ageing educational/ community/ leisure facilities
➢ An under-performing town centre with a high vacancy rate.

Key Opportunities:

Holyhead is:

➢ The most important passenger ferry port linking UK and Ireland, with about 2.4 million passenger movements each year. Freight traffic volumes have been increasing significantly in recent years
➢ A strategic nodal transport point linked to the rest of UK by the A55 (Euroroute 22) and the Holyhead to London main rail network.
➢ A strategic investment location - with a major new employment site underway at Parc Cybi, the town is well placed to attract new employment.
➢ Wales' existing busiest cruise ship port, with the potential to attract more cruise ships

Holyhead has:

➢ Tremendous tourism potential - being positioned in an outstanding natural environment, including superb beaches and a wealth of Celtic history.
➢ Has a large sheltered harbour area with 24 hours tidal access, and thus has considerable growth potential for marine sector development
➢ Has an extensive under-developed urban waterfront area which provides significant potential for creating new opportunities for the town.
➢ Has major potential as a location for indoor and outdoor leisure activities, conference facilities and hotel accommodation.
➢ Has a range of committed community groups and organisations, including Holyhead Town Council and very active Communities First Partnerships – providing a firm base for grass-roots regeneration.
➢ Has a number of arts, culture, and performance facilities, activities and talent which can be further developed and improved.
➢ The town now has good road access, employment development land, and waste water capacity which allowing the town's tremendous potential to be developed

The Health Impact Assessment

At the start of 2010, a prospective health impact assessment was completed on the Project Brand Initiative in Holyhead. This looked at the potential positive and negative health impacts of the project, influenced the final Action Plans to deliver the project and built in any recommended mitigation and improvements from the outset. It identified the key stakeholders who would be affected by Brand and who would need to be part of or liaise with the Stakeholder Group that was being formed. One of the recommendations from the HIA workshop was that another HIA should be completed at the end of the 3 year project cycle. This was agreed and incorporated into the Action Plan. In July 2012, the current Project Co-ordinator contacted WHIASU and work commenced on completing a second HIA.

This HIA built on a variety of evidence that had already been collated by the project leads and aimed to inform the review and future development of the Brand Initiative within Holyhead and the impact that it has had so far. The timing was pertinent as the 3 year funding for it was coming to an end September 2012. Renewed, although more limited, funding would commence in Spring 2013.

The HIA formed one aspect of the review and evaluation process. HIA was believed to be a valuable way to review and assess the evidence of Brands impact in the locality, its effectiveness and was felt to be a valuable way of engaging with the many stakeholders and the local communities who had been affected by it.

The HIA participatory workshop was designed to also form the basis of a discussion about not just past activity of Brand but its future work focus too - what its priorities should be, any gaps that needed to be filled going forward and lessons which had been learned throughout the 3 years.

The HIA was jointly led by Liz Green, Principal HIA Development Officer from the Wales Health Impact Assessment Support Unit (WHIASU) and Lee Parry-Williams, Public Health Officer from the North Wales regional public health team of Public Health Wales (PHW) and was qualitative in nature. It followed the systematic methodology described in the new 2012 Welsh HIA guidance of 'Health Impact Assessment: A Practical Guide' (4)

Evidence

In putting together the Brand project, the local authority had consulted with partner organisations and stakeholders. It used the available evidence base to inform the project Brief and the principle of it ties in with national and local Regeneration strategies (5, 6, 7). This evidence included community information and statistics from local authority and census data (2, 8, 9) and supporting research that indicates that the regeneration of the external environments that people live in and their and others perceptions of them can have a detrimental or beneficial impact on their health and wellbeing (10,11,12,13). However, much of the evidence relates to urban regeneration and not to communities such as Holyhead with the exception of one (14).

The HIA Development Officer searched for previous similar Strategies that had been subject to an HIA via the HIA networks (15,16,17) but identified nothing similar except for the 2 HIA's which had been completed on other Brand projects in the partnership areas of Rhyl and Athy in Ireland – which were both known to the author(18). There were a number of regeneration plans and projects of varying levels of scale, size and quality which have been assessed but they did not reflect the distinctness of Brand and focussed

mainly on the physical regeneration of housing and green space. There were some HIA's found which focussed on economic development projects but again nothing comparable. (17)

The Project Co-Ordinator also submitted a list of actions, outcomes and project achievements of Brand during its lifetime for the HIA and at the workshop session. The full document is listed in Appendix One. A summarised version was prepared for this report by one of the authors and is presented below.

Summary of Reported Project Achievements.

The achievements can be categorised in line with activity themes for the project, these are:

- **Branding**
  One of the key outcomes within branding has been the production of a 'tool kit' which provides a framework to ensure consistency of message and approach for Holyhead and Holy island. The tool kit will provide a range of resources and material for all key stakeholders, including copy describing the area ad its key assets, a credentials pack, media pack and shared image library. Additional products include Holy Island story Book, Holy island attractions leaflet and other imaging.
- **Town centre and Cruise**
  An important outcome within this theme was the 'Empty Shops Initiative whereby 5 vacant town centre units have been rejuvenated and supported new business start up. This particular initiative has won *Winner of Action for market Towns' 2012 Business and Economy Award* which resulted in positive press articles. Other activity included Cruise Welcome events, a Cruise Business Seminar and World Host Taxi Ambassador Training.
- **Signage**
  A range of activity has been undertaken within this theme and will continue within the Anglesey 3 Towns Project.
- **General Marketing**
  A whole range of activity has been undertaken to market Holyhead supported by the temporary employment of a marketing Assistant for 12 months. Promotional campaigns were undertaken in conjunction with Heart FM and North Wales Chronicle. A Holyhead regeneration newsletter was produced and various local events were supported.

As statistical and quantitative evidence on health and other impacts had been considered already, the aim of this workshop was primarily to gather lay and community knowledge and evidence around the impacts of the Brand Regeneration Initiative. These are summarised verbatim from the workshop in the tables to follow.

HIA Participatory Workshop

The HIA participatory workshop was held on 25th September 2012 at the Gateway Venue, Holyhead.

A wide number of key stakeholders were invited to participate and contribute to the discussion. Those who attended the morning included the Brand project leads, local business and supported employment representatives and the Port Operations Manager and the manager for the 3 town centres of Holyhead, Llangefni and Amlwch. Community representation and evidence came from the Communities First Partnership Development Officer.   The Local Authority was represented by several officers including from Regeneration and Economic Development, Environmental Health and Tourism. The local public health team was represented by Public Health Wales. The session followed the format below:

Agenda

9.30am	Welcome, introductions and an overview of the morning
	- Dewi Lloyd
9.40am	Overview of Project Brand and current situation – Fliss Roberts
9.50am	Health Impact Assessment (HIA) and this morning
	Liz Green, Wales Health Impact Assessment Support Unit (WHIASU)
10am	Appraisal session led by Lee Parry-Williams, PHW and Liz Green, WHIASU
11am	Coffee break
11.15am	Recommendations for future sustainability of the Project
11.45am	Lessons learnt
12.15pm	Next steps and evaluation
12.30pm	Close

Vulnerable Groups and Equity

The HIA highlighted not just any potential positive or negative health and wellbeing impacts that the Brand Project has had but also any vulnerable groups within the population who have been affected by it along with other key stakeholder groups.

At the outset, the group identified the main vulnerable groups who were affected by the Project using Appendix 2 of the Welsh guidance. A lively discussion followed and a number of groups were highlighted as being particularly directly affected by the Brand initiative and projects. Overall, the general consensus was that the project had an impact on the general population of the town as a whole.

It was specified that the following groups could be potentially affected more than other population groups in Holyhead:

Age related groups

- Whole community (but particularly young people with regard to entrepreneurship)

Income related groups

- Business sector
- Economically Inactive – (ties in to Social Return on Investment)

Geographical issues

- Geographical advantage /disadvantage

After agreement on the above groups, the participants then worked through the wider or social determinants of health in order to assess the potential health and wellbeing impacts of the Plan (as listed in Appendix 1 of the Welsh guidance), identifying if they were positive or negative and if there were any gaps within it or its planned projects.

As other statistical and academic evidence had been considered already, the aim of this workshop was primarily to gather lay, community and organisational knowledge and evidence to identify any health and other impacts of the project to date. Many positive impacts were identified; a few detrimental were highlighted alongside other potential concerns for the future delivery of the project. These are all summarised in the table below.

Lifestyles	
+	**-**
- Promotion of Holy Island marathon to local people - Physical Activity – hanging baskets initiative, stone wall restoration project - Links to McDonalds have been positive in terms of funding for community initiatives - Some visitors walk the Coastal Path and then they stay in Holyhead for the day/night - Locals use the coastal path for Physical activity	- The Project team have not worked much in promoting the coastal footpath and physical activity aspects of it and may then miss Holyhead as part of their visit. - McDonalds – unhealthy food readily available.

Recommendations

- Continue to tap into funds with McDonalds but emphasis and promote health and wellbeing at the same time.

- KFC are keen to support into Community Projects – liaise with representatives.

- ALPOCO are keen to provide funds for local initiatives – meet with representatives.

- In the future, work on promoting Heritage Trail - more than simply producing maps. Attempt to link up with a the Coastal Path once more.

Social and community influences on health

+	-
53 community events supported adn over 2,000 people have attended these - Brought people back into the town centre and revitalised it - Food Festival – attracted not just local people but also from the Wirral and timed to attract people from the Cruise Ships. - The local Fun Days also brought locals and visitors together in an inclusive way. They also enhanced neighbourliness and the mixing of local communities and individuals - Stimulated debate on local vs visitors events - The Town Centre is now drawing more visitors from across the Island for shopping and to have coffee – Empty Shops Initiative supported by BRAND part of this - Need to promote Holyhead as the primary destination on Anglesey - Need to address the perceptions of the town further – both local and regional ones. Change is happening but need to build on this.	- Locals criticised projects and proposals that were aimed at attracting visitors from the Cruise Ships - Pockets of exceptions and dissention from some re the inclusivity of Fun Days and events held in town centre – some shops and stalls benefited whilst those who were sited furthest away did not gain so much - Some businesses in the town know about BRAND whilst others don't. BRAND can be very subtle and is not too overt to some - Biggest Problem faced is getting more local people to come to the High Street and shop in Holyhead. - How to measure 'sense of place' and perceptions of the town and the work of BRAND?

Recommendations

- Need to gather more quantitative evidence around the perceptions of Holyhead as much as qualitative evidence and knowledge

- Need to promote Holyhead as primary destination on the Island

- Learn from the success of the Empty Shops Initiative

- Work with local people has led to them understanding more about the need to attract Cruise Ship trade – continue this.

Living environmental conditions affecting health

+	-
• Can enhance the local environmental appearance – funding local hanging baskets etc	• Brand has little influence in this domain – can raise issues though

Recommendations

- None made

Economic conditions affecting health

+	-
• Promotion of the marathon – visitors stay overnight, spend money in the local bars, hotels and on food • Engage actively with the Chamber of Trade • Increased footfall in the local establishments and shops by holding events and promotion of initiatives • Main draw is Holy Island - environmental emphasis - need to enhance this • Build in promotions with the local Travelodge. It is always full and very busy. They are currently extending it by 40+ rooms • Irish/Ferry passengers coming into the town with time to kill	• Project spreading itself too thinly at the moment and focussed on a key few retailers and businesses and the Chamber of Trade. • Need to try and stop the 'spreading out' of the High Street • Most visitors and shoppers drive and therefore they go to the out of town shops for free parking • Find it difficult to tap in to the ferry market – they are keen to protect their own sales and trade on board ie food etc. • Lack of promotion opportunities with the Ferries • No indoor leisure attractions in the town ie Bowling Alley

Recommendations

- Need to focus on engaging with the Chamber of Trade rather than everyone for a quick win. Continue to try and liaise with the 'doers' and those who are positive and want to move forward.

- Need to continue to change local perceptions of the Ferry trade and ferry passengers and at the same time the ferry operators perceptions of business links with the town

- Need to tap into the number of ferry passengers market who kill time in the town before departing/when arriving. Monitor the impact of new signs at the station when they are put up.

- Need to look at the current mix of shops etc on the High Street – perhaps look at a mix of houses/local themed shops and themes/museums. This is an LA issue and needs to brought to their attention.

- Need to contact Stena (in collaboration with LA?) and outside companies with regard to marketing Holy Island and the town.

Access and quality of services

+	-
- BRAND can support careers advice and is positive for businesses and young people who may be thinking of starting their own business - Enhances the marketing of the town and increases the profiles of local shops and businesses	- Parking – a BIG drawback - At the moment, people are cutting back on petrol and car journeys but public transport is not filling the gaps - Need to consider what Holyhead can give that other towns in the area don't – gap.

Recommendations

- Parking – link in with local authority to highlight this

- Think about having a car club or car sharing to facilitate journeys to Holyhead

- Link in with Park and Ride schemes or discuss having one

- Link BRAND with communities and continue the work being done - particularly Communities First in Holyhead

- Add value to those who come to Holyhead. Give visitors and local people a positive 'experience' or something different which they can't get anywhere else.

Macro-economic, environmental and sustainability factors	
+	**-**
• Cross partnership working with the 3 other BRAND towns – learn from each other. • All the towns have excelled, shared knowledge and enhanced their links • Economic benefit and social impact • Influenced stakeholder groups – including McDonalds • BRAND is the vehicle for marketing the town, regeneration and enhancing the economic development agenda • Governmental policy both enables and constrains local economic development – employment etc	• Digitally – there has been a dividing line created – not everyone has knowledge or the ability to access it (digital information) • A recognised failing of BRAND is its inability to reach the general public and emphasize any changes in perceptions and the image of the town. • The name of the project is misleading in itself • Who takes the BRAND Toolkit forward now? • Government policy can often hinder local contractor bids and erodes local confidence

Recommendations

- Project BRAND needs to support a digital branding project for the town to support the non-savvy

- Signage and branding for the town needs to increase/be more prominent

<u>Lessons Learned</u>

After the appraisal session, the facilitators asked the participants to identify a number of key lessons that have been learned throughout the 3 year lifetime of the project. A number were highlighted in a lively discussion.

The main ones were:

- That there is a need for more meetings to show the original stakeholders the achievements of the Project. There is a need to hold another stakeholder event, similar to the one 3 years ago on commencement of the Project. Then, have larger meetings every 6 months with stakeholders to give them feedback.

- Need to get more senior level local authority 'buy in' to the project and its aims. Need to embed an awareness of BRAND and brand thinking at a high level and from the outset of the project

- One of the main outputs needs to be sharing the Project's experience with other towns on the Island as much as the other 3 towns funded as part of the Project.

- There will be a need for a seamless transition and continuity with the new appointee and the project going forward.

- That there has been enhanced networking with all stakeholders locally

- Need to emphasise the unique products of the town and the area

- There are lots of good ideas and enthusiasm in the town and region – BRAND has made many links but could do better.

- Don't be afraid to try new ideas – if they don't work then just learn from them.

- Events clash at times. Need to rectify this and liaise with other local and Island wide organisations to plan events. Once an Events Committee is formed this can happen.

PART 2

Recommendations for the Future

After the discussion, recommendations Project BRAND to action in the future were discussed.   Several recommendations had been made throughout the appraisal process of the workshop. However, it was widely recognised after this that Project BRAND as defined currently, will be modified and have fewer resources available in the future. The recommendations therefore needed to reflect this in order to ensure sustainability of the project, its aims and build on the many successes achieved.   There will be a 6 month finding gap and therefore the recommendations were split into short term and long term ones and were documented as follows:

Short term recommendations:

- To focus on making a new appointment for the now vacant post of Project Co-Ordinator immediately

- To liaise with and try to start working with Stena more closely

- Selling and getting the BRAND Toolkit that has been developed out to the community and making them aware of it

- Think about who will continue some of the work of the Project going forward

- Facilitate the progress made with the Private Sector

Long term recommendations:

The long term recommendations highlighted several themes and areas to discuss and focus on once the 6 month gap had concluded and the new slimmed down Project BRAND takes effect.

Project

- Need to revisit the 'BRAND' vision and mission statement and set it in context of where we are now economically.

- Need for continuity of the work and have a person based in Holyhead or be highly visible

- More use of Face book and social media to promote initiatives , events and work of BRAND

- Tie in with Communities First in Holyhead/Anglesey ie Newsletters

- Tie in with McDonalds and KFC and other organisations with money and social responsibility agendas

- Highlight to people what is happening as an attempt to relieve some of the cynicism in the town and amongst businesses.

Policy

- Attempt to mainstream and embed the Project and its aims in Anglesey's Local Authority Economic Development Plan

- Tie in with the All Wales 'Visit Wales' Plan and try to gain some local control

- Need to discuss the issue of car parking and charging for this with the LA

Business

- Try to strengthen the Chamber of Trade and widen access to it (no hotels in Holyhead but many guest houses who are not represented) and enhance effective communications with it.

- Marketing – provide/use some expertise to try and enhance the image of the town

- Potentially approach and involve the out of town retail manager? Need to think about this as it could be a source of conflict and detrimental to the Chamber of Trade

- Promotion of a Business Improvement District for Holyhead? Involve all businesses both in and out of the town and form a Marketing Improvement Plan. This could take the form of a 'hub and spoke' approach – with other outlying villages and towns contributing too. This could be used to leverage marketing.

- Think about setting up a large Business Marketing Project with the Private Sector to lead on this

<u>**Marketing**</u>

- Promote Holyhead as 'something that you can't get' and try to refocus Holyhead as the main town on the isle of Anglesey. Find and focus on the main draw of the town.   Suggestions included;

   'An island off an island';
   Rebranding the town centre as the 'Old Town' and tying it in with heritage, local identities and tradition;
   Making more use of the links to the Isle of Man and Ireland – Celtic connection? Celtic festivals? Other towns too? Twin towns?;
   Get the BRAND/Holyhead logo 'out there' to see;
   Tie in with community theatre etc

<u>**Part 3**</u>

<u>**Evaluation**</u>

Following the workshop on the participants were asked to complete a feedback which included 5 questions. The purpose of the feedback was to understand participants experience and inform practice for future assessment workshops. In addition, it is a further opportunity for participants to record additional comments that may not have been captured during the session. 10 evaluation forms were completed. One constant theme to emerge throughout the HIA assessment and again reflected in the evaluation feedback of the session was communication, illustrating how important communication is and will continue to be to Project Brand.

Key themes/points are listed below and a complete listing of all comments can be found in Appendix Two.

Q.1 – What did you learn during the workshops?
All comments were positive and clear themes emerged. The most common focused on the session being useful to communicate and hear others views and ideas. It was clear the opportunity to reflect was welcomed and provided recognition of what Project Brand had achieved to date and the importance of maintaining momentum. (Total of 10 comments)

Q.2 – What d you feel were the positive outcomes resulting from the workshop?
Positive feedback reflected on communication, sharing of ideas and feeling positive both for what the project has achieved to date but also for taking the project forward. (Total of 10 comments)

Q.3 – What do you think worked well and what didn't?
Communication was at the heart of the responses. Comments focused on the discussions at the session being 'open', positive and constructive. (Total of 7 comments)

Q.4 – What were your expectations prior to the session? Did the session meet them? (please rate them 1-10 where 1=not at all, 10=very much met them).
Again, on balance positive feedback. A couple of responses noted no expectations but very positive outcome. One stated expectation was not high to start but said there had been '...good constructive dialogue...' (Total of 7 comments)

Q.5 – Any other comments you wish to make?
Both comments focused on the future. One stating, ' This is the start, not the end' and the other stating the session had provided insight for future development. (Total of 2 comments)

Conclusion

The purpose of the HIA workshop was to form part of the review and evaluation process of Project Brand at the end of the initial stage of funding (September 2012). As previously stated in the report the workshop gathered primarily lay, community and organisational knowledge and evidence to identify any health and other impacts of the project to date.

The HIA provided a framework to reflect on the project and identify a number of recommendations (see part 2, page??) that will inform phase 2 of Project Brand. This report should not be seen in isolation but as part of other regeneration evidence gathered within Holyhead and the wider context of Anglesey such as The Perceptions Survey and Welsh Government research on the impact of the SRA.

There was positive feedback from participants at the workshop and it is hoped that this report will contribute to the planning for the second phase of Project Brand.

For more information on Project Brand or this HIA, please contact Liz Green, Principal HIA Development Officer, WHIASU/PHW. Email: liz.green@wales.nhs.uk

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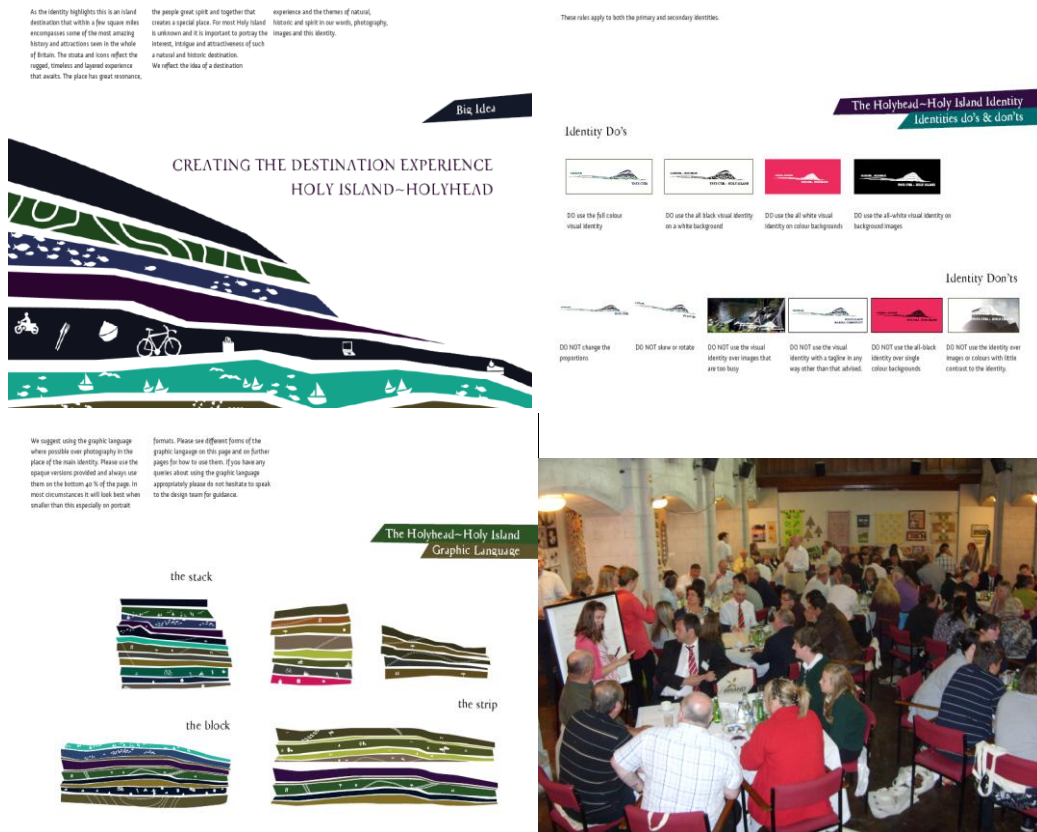CAERGYBI ~ HOLYHEAD

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BRAND Key Achievements to date:

BRANDING:

- Consultation leading to the 'big idea' for Holyhead – 2 large stakeholder events and questionnaires.

- Production of 'Toolkit'

- Production of Holyhead and Holy Island Storybook

- New Holyhead and Holy Island images produced

- Holy Island 'Attractions' leaflet produced, highlighting key attractions that are available on Holy Island. This has been distributed across Anglesey.

- Communication and Marketing Strategy

- Production of Holyhead and Holy Island maps in the new visual identity

- Production of promotional DVD

- Production of 24 BRAND panels for use in Empty Shop windows

- Engagement with High School pupils regarding the new brand

- Visitor panels produced (Heritage Trail, BRAND, Map)

- Development with businesses to use the Holyhead, Holy Island brand (For example, Venue Walkway, Little Stars, Land & Lakes, Empty Shop Initiative units)

TOWN CENTRE AND CRUISE:

- Empty Shops Initiative - 5 vacant units rejuvenated and allowed new business start-up in conjunction with Plas Cybi Partnership. **Winner of Action for Market Towns' 2012 Business and Economy award** as well as winning **the overall Wales award**. Have received a number of very positive press articles including the BBC and BBC business hailing Holyhead as a 'phoenix town'.

- Holy Island Local Food and Produce Fair – developed between BRAND and Venue Walkway. Over 2000 people visited the last Fair and there is another scheduled for August 15th.

- Supporting the new Holyhead Chamber of Trade and working with them to establish a weekly car boot sale.

- Conducted Market Research in various locations: Maritime Museum, Port, High School, Town Centre and Retail Park to establish what more can be done to improve the area.

- Supported Cruise Welcome events in the town centre during the 2011 and 2012 Cruise Season. This includes town centre events as well as working alongside the Cruise Co-ordinator and the ships themselves.

- Cruise Business Seminar – worked with local businesses on how to maximise business whilst Cruise Ships were in town.

- World Host Taxi Ambassador Training – local taxi firms have attended this training to provide ideas for a more welcome / improved experience to visitors.

- Town Centre Events: Holyhead in Bloom Fun day, Easter Fun Day, Cruise days, Christmas Events, Food Festival, Holyhead Jubilee, Holyhead Festival.

- Empty Shop Art Scheme – Bodedern High School presenting art work in remaining empty shops.

- Production of St Cybi's leaflets.

- 2010 Christmas events including celebrity appearance by Glyn Wise to switch the Christmas lights on

- Covered costs of 325 hanging baskets for the town centre in 2011 to help with the town's overall appearance.

- Cost of bunting for 2011 in the town centre.
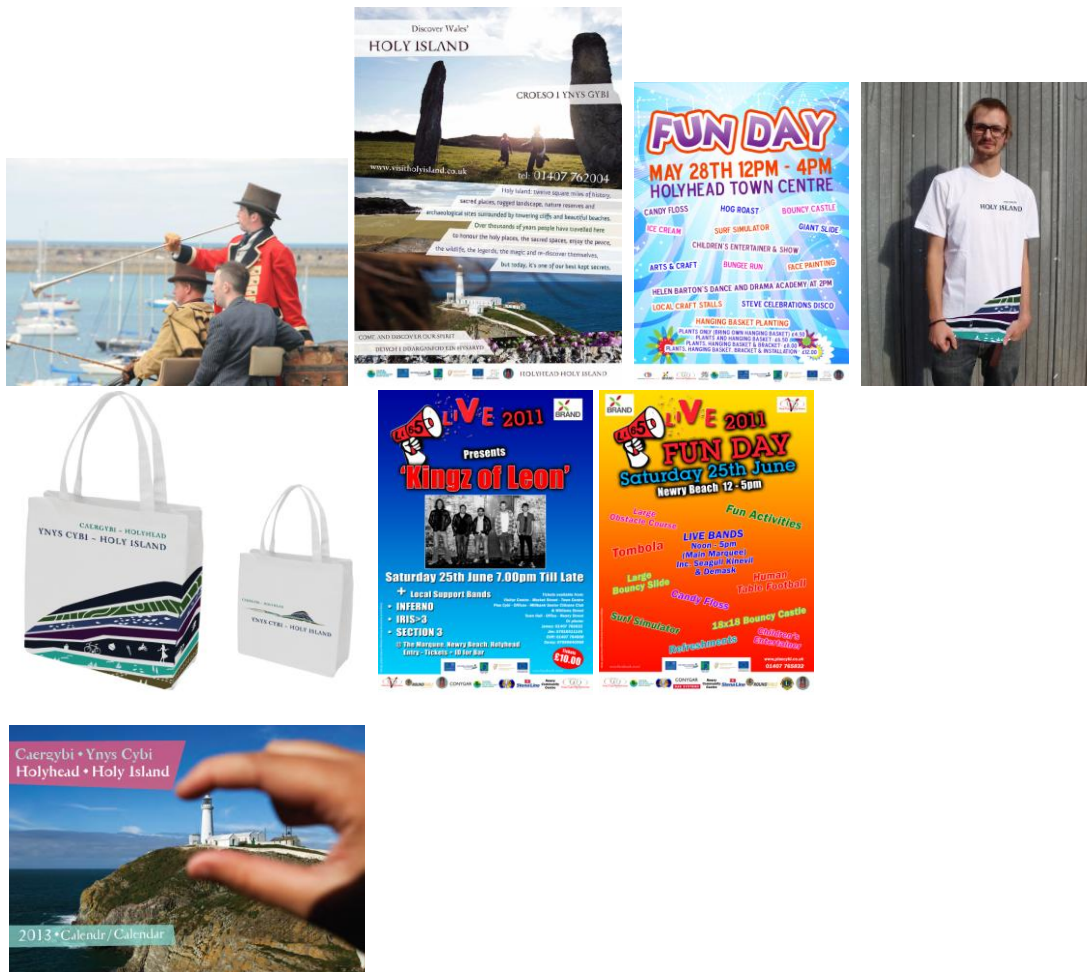

SIGNAGE:

- Improved signage for Holyhead Leisure Centre (rainy day activities)

- Holyhead and Holy Island Signage study and suite produced and working with the Anglesey Three Towns Project in rolling some of the capital works out. Please see the new Careers Wales roller shutters as an example. New 'branded' signage also to be erected soon in the railway station.

GENERAL MARKETING:

- Part of development of Holy Island 'Green Links' Project, who have adopted elements of the new branding and the aims to promote the island as a unified entity in the delivery of their own project.

- Supported Welsh National TV show, 'Y Goets Fawr' – best turn out in Wales!

- Supported Trearddur Bay Village Fete with purchase of re-usable banners

- Temporary Marketing Assistant employed for 12 months.

- Heavy support for Holyhead in both the Wales in Bloom and Britain in Bloom Competitions – Silver Gilt received.

- Holyhead Regeneration Newsletter produced - sent to 6200 homes.

- BRAND Business Evening held during Anglesey Business Week

- Heritage trail leaflets produced (x 20,000)

- Bonfire Night celebrations supported (2010 and 2011) via newspaper advertising

- BBC Radio 4 'Mark Steel in Town' show supported

- Business Folders produced x500

- Advertised PR for : Maritime Museum, Bonfire Night, Christmas activities, Fun Days, LL65, Holyhead , Project Lydia Event among others.

- Promotional adverts with each North Wales Chronicle campaign promoting Holyhead, Holy Island

- 5 week Holyhead promotional campaign on Heart FM (July/August 2010)

- Feasibility Study on the narrow gauge railway at Breakwater Country park in Holyhead

- Holyhead Flower Festival 2011

- S4C 'Byw yn yr Ardd' support

- Branding of Breakwater Open Air Gallery

- Support and marketing of Winter Wonderland and town centre Christmas activities

- Support for Titanic commemorative plaque installation event

- Holyhead, Holy island 2013 calendar

**BRAND Holyhead - Health Impact Assessment Workshop
Completed feedback 25th September 2012**

1. **What did you learn during the workshop?**
   - Seeing others point of views on the development of the brand
   - Brand is a process not a project. Lots more to do – this is not the end
   - Learn how Brand is helping to improve the communication between groups within Holy Island are.
   - People positive about Holyhead & Holy Island
   - What Brand is. I was not previously aware of it although I have seen changes over the last few years.
   - Ideas and views of stakeholders about the project
   - That Brand has done a lot of good work but the momentum created needs to be maintained
   - The workshop teased out some interesting ideas to explore
   - How much the projects achieved
   - That ? and ideas abound. Need to re-visit Vision and Mission statement. Need to embed learning and purpose of Brand into Anglesey overall Economic Plan.

2. **What do you feel were the positive outcomes resulting from this workshop?**
   - Communication on how to move forward
   - The breadth of discussion
   - That positive steps have already taken place
   - Need a USB for high street. Can't compete with big companies must offer something different.
   - Feel more positive about the way forward for the future
   - Generate views of stakeholders and recommendations for the future
   - Sharing perceptions and ideas
   - As above - The workshop teased out some interesting ideas to explore
   - Looking at negatives and how we can transform into positives
   - Presence of commitment, and awareness of issues.

3. **What do you think worked and what didn't?**
   - Open forum to discuss networking
   - Good discussions, could have been more strategic
   - I found it difficult to respond to what had gone well because I was not aware of project. However, tried to offer different perspective
   - All ok

- Good opportunity to discuss what has been achieved and what still needs to be done.
- Very positive and constructive meeting
- Manner of facilitators –good. Venue & atmosphere provided good discussion.

4. **What were your expectations prior to the session? Did the session meet them? (Please rate them 1-10 where 1 = not at all, 10=very much met them).**
    - No perceptions / expectations
    - Dialogue 8, Ideas 6, Onward Strategy 5
    - No exceptions, but very positive
    - 10
    - 9
    - 9
    - Expectation weren't high to start, but good constructive dialogue between stakeholders took place.

5. **Any other comments you wish to make?**
    - This is the start, not the end. Need an onward regeneration strategy
    - N/A
    - Gave me a good insight into possible business development with local organisations