



www.discoverharlow.co.uk
@discoverharlow

Sharon Summerfield
Place Brand Manager

HARLOW



Vision

“Place Harlow on the global stage”

- Stimulate business investment
- Re-establish a sense of pride
- Attract more residents and visitors





Engagement

- 140 people
- 40 focus groups / individual interviews
- 45 hours
- 4 months

Our story

- Colour, Culture, Sculpture
- The Science of Change
- Lifestyle: London and Local



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Jake Shepherd · 21/06/2018



A new [#Harlow](#) hash tag is legit one of my favourite things. Such an incredible town with a rich history and a bright future. Couldn't be prouder to say I come from Harlow.

Looking forward to following [@DiscoverHarlow!](#)

[#BigUpHarlow](#) [#discoverharlow](#)





Results

- 120 Harlow Ambassadors
- 30 organisations using the brand
- Business growth
- Trade fairs
- Students producing real life projects
- Place Brand of the year shortlist



Lessons Learnt

- Compromise
- Keep politics away at all times!
- Communicate





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