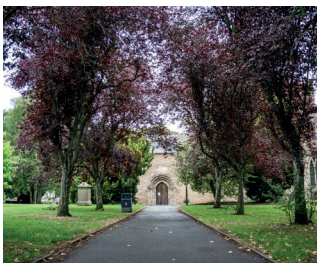


BROM YARD



DESTINATION BROMYARD

2022 REPORT



Tourism has become a new economy for many former rural market towns and Bromyard is well placed to deliver for visitors, with beautiful countryside, a programme of festivals and award-winning artisan food & drink producers nearby.

Many of the retailers, however, feel the town centre and high street are still very focused upon meeting the practical needs of locals rather than the tourist, with a lack of investment in the public realm and quality of experience of the town for the visitor.

The Team:

Project Management - Christian Dangerfield, Rose Regeneration Project Manager and liaison with funders.

The Multi-Disciplinary Team - The team that worked together on the physical and graphic concepts for the project;

- K4 Architects Ltd, lead designers and project concept
- Nifty Communications, lead on marketing and PR
- Foodscapes, lead on Bromyard Sunday Market and the Party in the Square
- Lucy Grafham, lead on branding design and lead graphic designer on creative interventions
- Jane Tudge, lead contemporary artist on creative interventions
- Nic Tudge, tech assistance
- Robert Myers Associates, advised on street furniture and planting plans

THIS IS OUR RESPONSE

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BROMYARD

THE SPEC & THE OPPORTUNITY

In December 2021, Bromyard & Winslow Town Council (BWTC) was awarded funding of £110,000 by Herefordshire Council from the European Regional Development Fund (ERDF) 'Welcome Back Fund' (WBF) and the Department for Levelling Up, Housing and Communities (DLUHC) 'Great Places to Visit Fund' (GPV).

The Town Council saw this funding award as a great opportunity for Bromyard's community to build on its proud market town heritage and to make the first steps on what should hopefully be a long-term journey of inward investment and regeneration which will not just make Bromyard a great place to visit but also an even greater place to live and to work.

The delivery timetable of the project was very tight - March 2022 for the WBF award and June 2022 for the GPV award - and the Council moved quickly to appoint a Project Manager (Rose Regeneration) and a Multi-Disciplinary Design and Delivery Team (K4 Architects, Nifty Communications, Lucy Grafham Design and Jane Tudge-contemporary artist), bringing together local businesses which worked together to create and then deliver a portfolio of high-impact and sustainable interventions.

All contractors and subcontractors were appointed through a transparent public

procurement process which assessed value for money and a number of other criteria and which sought out qualified businesses in Bromyard. A rigorous weekly and monthly reporting framework ensured that the Town Council and Herefordshire Council had full oversight of all elements of the project, including cost, throughout the project's delivery and there was no deviation from the contracted design specification at any stage.

This report explains in detail what the outputs and outcomes of the project are. They include an intensive public engagement process, an online survey which demonstrates very strong support for the majority of the project interventions from Bromyard residents, the introduction of a highly successful Sunday Market in Bromyard's market square, extensive improvements to the town's existing public realm, installation of public artwork in strategic footfall locations which draw on defining elements of Bromyard's history and a very effective social media marketing strategy.

All in all, this project has shown that Bromyard has the capacity, commitment, energy and vision to punch well above its weight, all of which should serve it very well in the competition for further funding in the years ahead.

- The project was steered on behalf of the Council by Cllr Dr. Dee Dunne-Thomas, Cllr Suzette Brunson, Cllr. Mark Franklin & Karen Mitchell (Town Clerk)

**BROMYARD
& WINSLOW
TOWN COUNCIL**

PROPOSED INTERVENTIONS

Interventions prioritised within the funding categories;

1. Town Centre Public Realm Improvements

Seven zones targeted (see map).
Activating alleyways and public spaces with artworks.

2. Improvements to wayfinding and visitor experience

New information and new street signage and information boards being re-designed.

3. Activating the Market Square

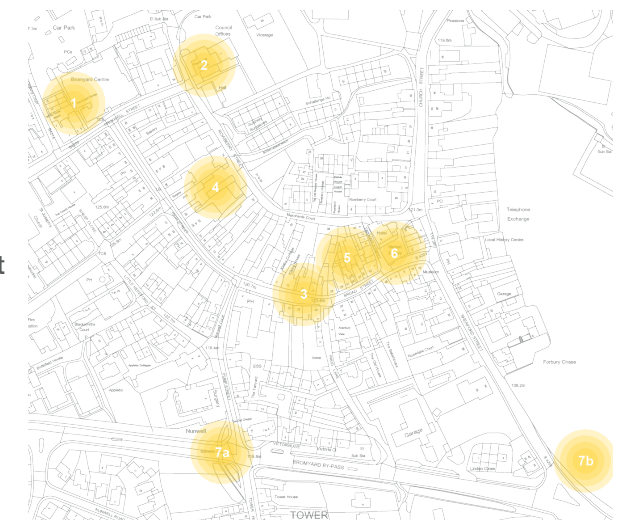
Monthly outdoor market - A monthly Sunday outdoor market launched over Jubilee weekend with a street-food event.

4. Branding, Marketing and Promotion of Bromyard

Renew Bromyard branding and identity, social media promotion.

We highlighted seven zones to target;

- 1 Conquest Alley
- 2 Civic Garden
- 3 Queen's Alley
- 4 High Street/Broad Street
- 5 Tinton's Alley
- 6 Market Square
- 7 Bypass Subway



PUBLIC CONSULTATION

We felt it was important to involve the local community, although this wasn't a pre-requisite of the funding and the project aims to project outward to attract more visitors to the town.

Regardless of this, we still wanted to hear how the public felt about the project ideas too.

FOCUS GROUP

Initially a small focus group was held on the Branding Identity, a selection of local stakeholders were highlighted and invited to partake. This was run on zoom with a short presentation on ideas while welcoming feedback with a survey afterwards.



PUBLIC ENGAGEMENT

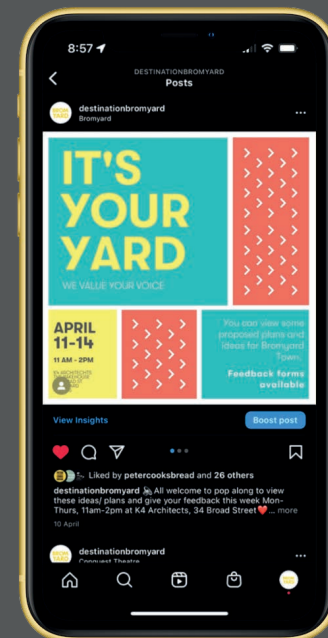
We then held a Public Engagement event at the local Conquest Theatre, where exhibition boards were created highlighting the ideas on the main interventions. Members of the multi-disciplinary team were available to talk to and a questionnaire was handed out to those who wanted to complete it.

Due to high demand the boards were then moved to K4 Architects' shopfront for the following week and the questionnaire made available online.



IT'S YOUR YARD

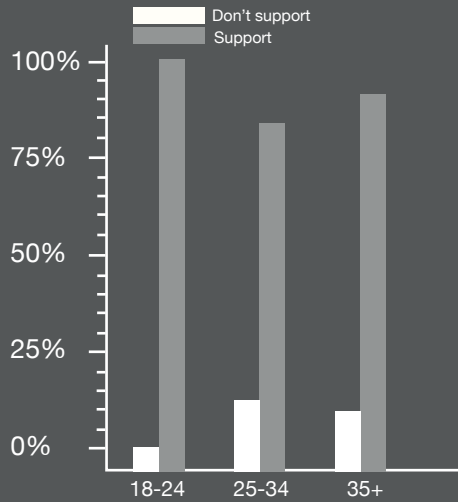
We had some great suggestions come through the survey and a lot of support for the projects and the brand identity. Some townsfolk didn't like 'The Backwards D' and they made their view known, but overall the response was overwhelmingly positive. Some changes, including not using the reverse D in primary branding, were implemented as a result of this survey.



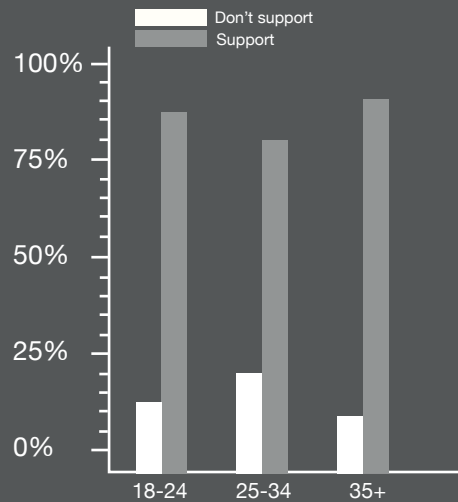
We had more than **300** responses

SURVEY QUESTIONS AND RESULTS

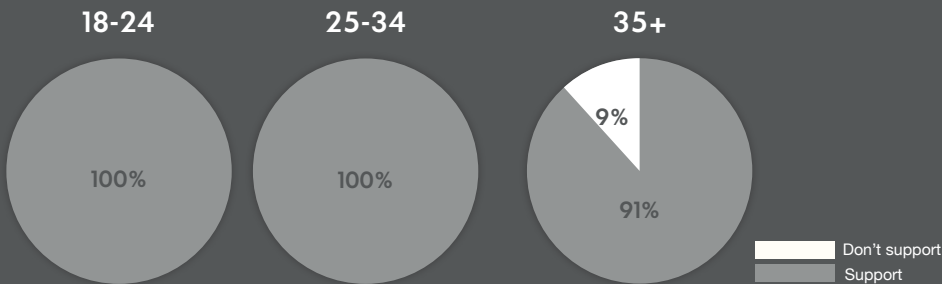
Do you feel the proposed plans will help to bring tourism into Bromyard and revitalise the town centre for locals?



Do you like the idea of more artwork and murals in locations throughout the town?



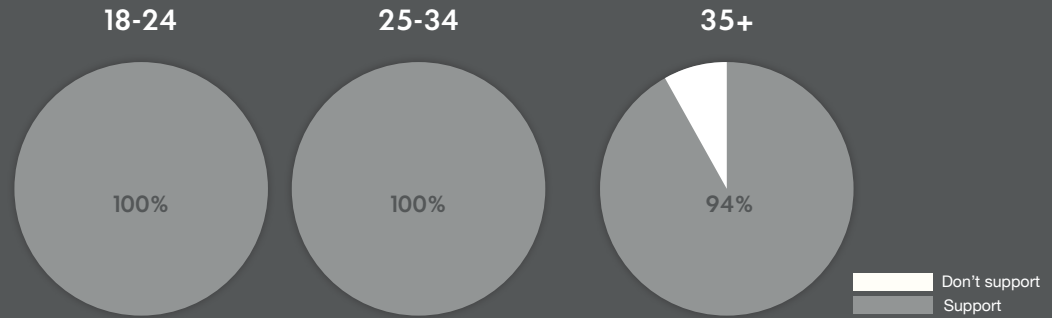
Do you feel the plans for the monthly market in the Market Square will draw tourists and locals and support independent retail in the town?



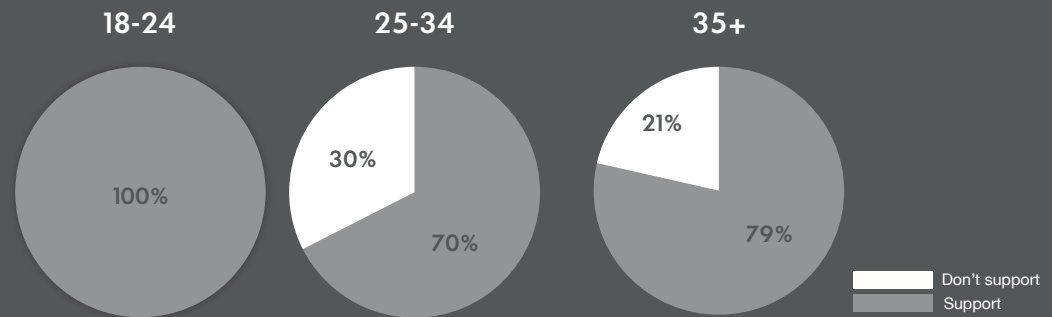
Revitalising and giving regular use to the market square is a great idea.

I think it will publicise our town in a positive light.

Do you support the idea that the planters in the Civic Garden will be run by volunteers and the food grown given to the Food Bank?



Do you feel the proposed representation and branding of Bromyard is in line with how you want the town to be perceived?



I really like the idea of a town colour forming the basis of branding, publicity etc and the reversed D has a distinctiveness that will keep the idea in people's mind.

PUTTING THE MARKET BACK IN THE MARKET SQUARE

We established a regular outdoor market held at the Market Square to help revitalise the Broad Street and Market Square end of the town centre. Many shops were struggling post-pandemic, with the forced closures due to lockdowns. The proposal was to help generate new visitors and shoppers to the area with a market that could activate the Market Square.

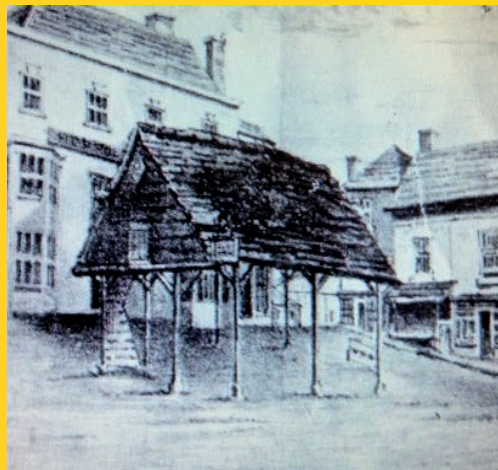
A marketing strategy was put in place to support the promotion of the market. The first market was launched on Sunday 5th June over Platinum Jubilee weekend alongside

a street-food 'Party in the Square' on the preceding Saturday evening. The market has grown from nine to twenty-three traders in four months.



The market traders all report good profits on the day. Most traders are from Herefordshire, keeping the economy local. The Bromyard retailers that have opened on a market day reported good trade too. The market is on the first Sunday of the month, 10am - 2pm.

We also want to highlight and support the variety of local food and drink producers surrounding Bromyard and the potential to make Bromyard a food destination spot in Herefordshire. This area is home to many award-winning producers; Little Pomona Cider, Wye Valley Brewery, Chase Distillery, Peter Cooks Bread, Myrtles Kitchen, Legges Deli and Butchers, Crumplebury and Pensons, the only Michelin restaurant in the county.



Party in the Square

To celebrate the Platinum Jubilee weekend and to launch the Sunday market we chose to start with a street-food party. Bromyard FM were DJs, a bar and food stalls were organised by Digbeth Dining Club, an award-winning street food events company. All of this was available free to local people to celebrate the town's post-covid revival and the Queen's Jubilee. The event attracted

over 1200 attendees. All the vendors sold out and are keen to do it again.



“A market will draw both tourists and residents and help local businesses in the town. - From the survey

Visitors for Jubilee weekend
1200+

COMMUNITY GARDEN

We utilised the Welcome Back Fund to initiate a community food garden.



The existing garden area was rather unloved and felt more like a walkway than a destination. The idea to create an edible garden gave colour, animation and purpose to the area.

The planters were installed and the existing planters moved to the car park. All the food grown is donated to Bromyard Food Bank.



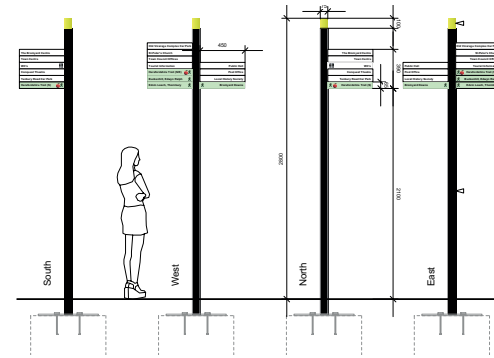
“ Food to be grown should be available for the Bromyard Food Bank or any other organisations that require it. - From the survey

WAYFINDING

The narrow alleyways, pedestrian walkways and street shortcuts have been made more enticing to the visitor.

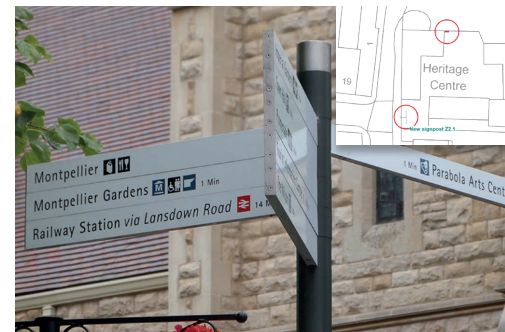
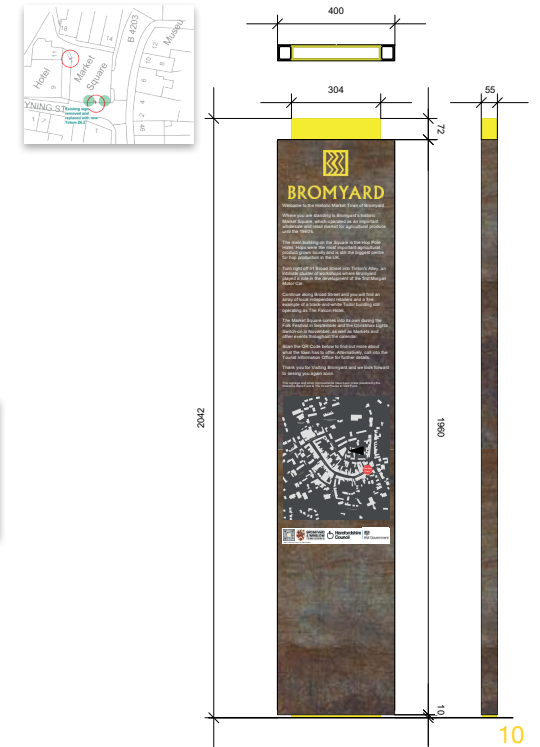
We decided to make a creative wayfinding scheme, encouraging meandering and spending time in Bromyard.

Helping visitors to explore the town and celebrate the medieval foot print at the historic core of the town.



The research for the wayfinding street direction signs and the information totems were developed with the local community whose knowledge of the town was better than any maps.

We particularly wish to thank Cllr Gill Churchill and Cecilia & Paul of Rowden Mill Station for their input.



ARTWORKS

“The Artwalk is very popular so I think more artwork and murals will work in Bromyard.”

- From survey



FIVE OF TEN THOUSAND - Lucy Grafham 2022

Bromyard is home to a great diversity of grass species, which supports an array of wildlife that can be seen and heard throughout the year. Although grasses are dominant in habitats across the world today, they weren't thought to exist until some ten million years after the age of dinosaurs had ended.

Today there are over ten thousand species of grass on the planet. This mural shows just five of them, each found on the Bromyard Downs amongst significant others.

In the mix here we have; Little Quaking Grass, Crested Dog Tail, Cocks Foot, Yorkshire Fog and Meadow Grass.

The oversized grass gives the appearance of trees. Something to make people look again and linking in woodland and the carpentry business in Tinton's Alley.

See if you can find more!



BROMYARD BUSHEL TIME & AGAIN - Lucy Grafham 2022



The Bromyard Bushel (dated 1670) is a cast metal pot used as a form of measurement for agricultural goods. It would have been an important way of standardising transactions between local merchants.

With text and decoration wrapped around its circumference, it is unique, handmade, and utilises letter variants more commonly seen in the Roman alphabet, such as a "V" for a "U" and an "I" for a "J". Each letter was hand placed before being cast.

Collaboration with local school

Provided with a set of words (in the decorative style of the Bushel), the Year 7 & 8 students at Queen Elizabeth High School arranged the words to form their own writings

based on their own in-town experiences. The piece you see here is a collection of their work.

Language has evolved over the years as life has too. This artwork uses the voices of Bromyard residents today using the decorative artwork style seen in the Bromyard Bushel from 1670. Letterforms using unique type (such as the reverse "D" or the Roman Alphabet) and letterforms not found on the Bushel are coloured in yellow.



BROMYARD BRICKS SERIES

- Jane Tudge 2022

In former times, Bromyard had its own brickworks. In tribute to that, and to signify other aspects of the town, here are 21st Century bricks to represent the past, present and future.



1. BROMYARD YELLOW

For the ever present gorse flowers on Bromyard Downs, which gave the town its name of Bromgeard: old English for a thorny enclosure or an area covered with gorse.

2. GOOD THINGS

For all the produce the brewers, farmers, cider makers, bakers, cooks and all who provide for our table.

3. OFFICIAL MEASURE

Bromyard with its now-famous “backwards D”. Cast from the 17th Century bushel, to honour the town’s unique heritage, the hand of the original maker and artisans everywhere.

“ Art makes people debate, open their mind and usually puts a smile on faces. - From survey

B FOR BROMYARD

- Lucy Grafham 2022

Bromyard is renowned for its abundant wildlife and is named for the Gorse and Broom that grow here. Plant life and the animal life that thrives on it have always been at Bromyard’s core.



Bumblebees are often seen early in the year, and their lazy, buzzing flight is part of the soundtrack to the Bromyard gorse.

We have magnified the bee to a human scale. Take a selfie with the Bromyard Bee.



“ A great way to bring in visitors, especially young social media users who love going to places they’ve seen on Instagram or TikTok. - From survey

BROMYARD'S HERITAGE



MORGAN CAR EMBLEM

For the Morgan family, Bromyard was the nearest town, so they would have been regular visitors. Albert Pettifer's Garage and workshop was here, which maintained the Morgan family cars.

When Morgan built the first production Runabout chassis in 1910, Pettifer made the bodies, which were transported to Malvern in his mail van. This continued until Morgan was better established in Malvern, probably until 1912.

Thanks to Ian Reynolds, Morgan Motor Company and Archivist Martyn Webb for kindly fact checking for us.



THE BENTLEY, HOBBS AND MYTTON GHOST SIGN

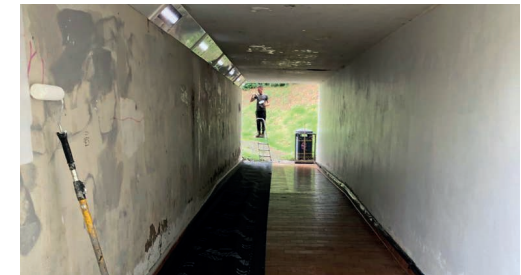
Bentley, Hobbs and Mytton were Country Estate Auctioneers, Livestock and Agricultural Merchants, established in 1791.

A young auctioneer called Philip Serrell eventually took over the business, then known as JG Lear (incorporating Bentley, Hobbs and Mytton). He now runs his own auction house, which he set up in 1995, specialising in Fine Art, Porcelain and Antiques. He is also a TV personality and has written several books about life as a country auctioneer.

Thanks to Cllr Nigel Shaw for the great idea to restore this sign.

FESTIVAL LOGOS

Known as the Town of Festivals due to our calendar of events, we felt the festival logos would brighten up the underpass that leads into the town under the A44 and encourage more people to use it.



BROMYARD BRANDING

Bromyard has a fantastic community; outstanding natural flora and fauna surrounding it; it has a warm microclimate and an abundance of independent shops, cafes, bars and festivals.

This logo aims to create a unique and uplifting design to encourage tourism in the town.

The Bromyard yellow derives from the ever present gorse flowers on Bromyard Downs, which gave the town its name of Bromgeard: old English for a thorny enclosure or an area covered with gorse.

The logo has been designed for use across multiple platforms, from print to digital. The design uses clear sans serif letterforms and repetitive use of colour in three main configurations; the wordmark, the split wordmark, and the pictorial mark.

wordmark

BROMYARD

split wordmark

**BROM
YARD**

Primary pictorial mark



Using the Norman carvings at St Peter's church as inspiration and bringing them together with a fresher, brighter and more modern feel to showcase old meets new. These design assets can be used in branding, the heart to represent 'heart in the community' the one that looks like leaves to represent the nature that surrounds Bromyard.



THE REVERSE D

One variation of the logo suggested using a reverse D inspired by the Bromyard Bushel, located in St Peter's Church. This would bookend and frame the logo mirroring the B at the start of the word. However this variation was rejected from the main branding.

After this original Bushel inspired logo was released, Bromyard gained local and national attention. The "backward D", which was inspired by the quirky reversed letterform from the 1760, Bromyard Bushel (chosen for its links to farming heritage), gained notoriety because the changed "D" might be seen as a spelling mistake or make the town seem "backward".

Logo Colour Variations

word mark split word mark

BROMYARD **BROM** **BROM**
BROMYARD **YARD** **YARD**

BROMYARD **BROM** **BROM**
YARD **YARD**



MERCHANDISE: A GIFT FROM BROMYARD

Bromyard is a brilliant place full of wild and rural goodness and great townfolk. So what better way to spread the word about Bromyard than wearing or using town-branded clothing?

All great tourist destinations have great merchandise that residents and tourists can buy, and it seems only fair that Bromyard should be no different.

Branded town merchandise gets people noticed, creates interest and sparks conversation. It is a personal endorsement, and it inspires confidence in others.

The more awareness people have of Bromyard town, the more it drives visitor decisions when choosing between visiting Bromyard and other places. Town-branded clothing is a practical, visual, low-cost way to promote Bromyard. Townfolk and tourists can now choose from these designs online.

We created a special 'Bushel' edition range of merchandise using the reverse D logo. Tested at the Sunday Market, it outsold the normal range 3-to-1.



£2k
raised

Proceeds from the sale of Bromyard merchandise and the "backward D" beer have raised £2k which the Town Council will distribute to local charities and good causes.

THE "BACKWARD D" BEER

The idea to launch a limited-edition beer by collaborating with the local Wye Valley Brewery, was to have a bit of fun. The 'D' had divided the opinion of locals in the town, many of whom hadn't realised that the 'Ds' were all reversed on the Bromyard Bushel and that was the inspiration for the proposed design. Having agreed not to use a reverse D in primary branding, we thought this was the perfect opportunity to have some fun and for everyone to enjoy a beer at the Jubilee event and launch of the new market.



PR & MARKETING

At the public engagement event a member of the press took a photograph of a 'proposed design' that hadn't been fully developed and ran a story about it in the Hereford Times. The angle was that the design looked like a spelling mistake.

41.3m
Online Reach

We knew the suggesting of the reverse D would be a talking point. It is marmite – you either love it or you hate it. We wanted to get people talking and boy did it do just that.

BBC Herefordshire and Worcestershire interviewed local people in the town, which escalated to a live phone-in on BBC Radio2's flagship show with Jeremy Vine. All of a sudden everyone was talking about Bromyard – it even ran as a bit of fun on BBC1's *Have I got News for You*.

A lot of the local press articles were riddled with inaccurate information but we have worked with the positives of the story generating this much reach.



BBC
BBC Radio 2
Jeremy Vine

24m
Impact



BBC
BBC Hereford & Worcester - Malcolm Boyden

Hereford Times



Here are some of the stats.

Daily Mail
18m
Impact



Thanks for the Bromyard Beer! Loved it. You are obviously very good at your jobs...

Kind regards

Jeremy

Jeremy Vine
Twitter: @thejeremyvine



BBC One's
Have I Got News
For You

4.35m
Impact

A fantastic example of PR breeding PR – there were a number of articles following on from all of this commotion including the Daily Mail. The project had certainly helped put Bromyard on the map.



SOCIAL MEDIA / WEBSITE

We used the fresh new branding across social media. Focusing on Facebook, Instagram, Twitter and most recently TikTok, we run posts featuring shops and businesses in and around the town and promote the monthly Sunday Market. We run ad campaigns to new

audiences who haven't been to Bromyard before or who are local but don't really pop in.

We're focusing on a sub 65-year-old age demographic to bring new people in to Bromyard.



'We're delighted to brighten up your social media feed with the newly released Bromyard logo and branding.'

16k
People reached

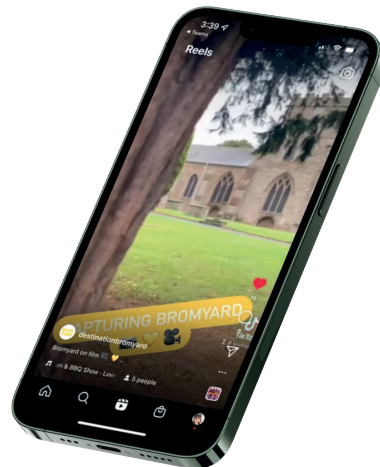
1k
People engaged



'Bromyard on film
Come and see us soon...'

13k
People reached

49k
Impressions



'COMPETITION TIME
Who wants awesome,
award-winning street food
on us?'

105k
People reached

16k
People engaged



PAID ADS

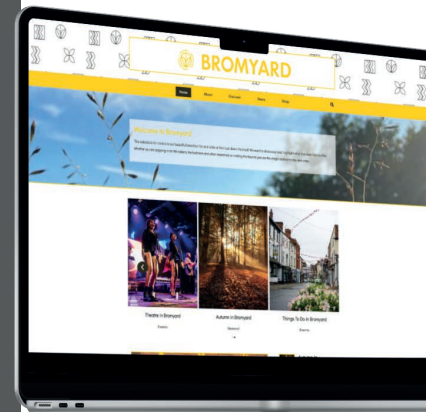
69k
reached

226k
impressions

4k
click



WEB DESIGN



We decided to add QR codes to the artworks around the town and the wayfinding posts so that visitors could scan the codes and find out more information online.

This has led to building out a wider site. Showcasing what Bromyard has to offer to the visitor and local community.

“ As a keen supporter of Digbeth Dining Club, I ventured out to their first event in Herefordshire. They created a great vibe in the Market Square in Bromyard - top quality food, drink and tunes in a picturesque setting.

b_town_social, Food blogger, West Midlands

“ Visiting friends in Hereford, we decided to try the new Sunday Market in Bromyard. Have to say, we were amazed at the quality of the local produce and even bought some Bromyard-branded merchandise to take home with us.

- DJ, Food and Travel enthusiast, Greater Manchester

“ We heard about the Backward D on the radio, so we decided to pay a visit with our grandkids over the Jubilee weekend. The place was buzzing with excitement, a farmers' market, street entertainers and Morris Dancers, all in one place - a very English scene!

- Greg D, Solihull



Destination Bromyard Exhibition



Mayor of Bromyard, Councillor Dr Dee Dunne-Thomas with Sir Bill Wiggan MP

Acknowledgements:

Contractors and manufacturers:

JMS Construction, Bromyard, Printed Banners and Signs, Malvern, Jim Kerr, Seven 9 Signs, Birmingham Jane & Nic Tudge for the Bromyard Bricks

We could not have done this project without the help and support of the following:

Wye Valley Brewery, Bromyard Chamber of Commerce, Bromyard & Winslow Town Council, Vinia Abesamis - Senior Policy and Funding Officer Herefordshire Council, Wayne Sheehan - Market Manager Herefordshire Council, Fiona Miles - Balfour Beatty, Queen Elizabeth School, The Conquest Theatre Digbeth Dining Club, The Falcon Hotel, St Peter's Church, Bromyard and District Local History Society, and The Bromyard Market Traders.

The people who gave their time to for the public consultation.

The retailers from Broad Street who encouraged us when we needed it most.

All the friends of the project for their support over the duration of the project.

