



The Challenge

Town Centre Securities had an ambitious 10 year, mixed use, development plan for the Piccadilly Basin area of Manchester City Centre. Set next-door to the station and the desirable Norther Quarter it truly was a prime piece of real estate.

The site, currently part car park, part living, part reconstruction presented it's own set of challenges, not least its reputation for attracting undesirables to the area. Through the branding and their ambitious plans they hoped to deliver a sense of place not only in the short-term while the regeneration was in progress but for the long term vision of what the place would be 10 years from now. Our solution needed to ensure that it was right for the various incarnations the site would see as it transitioned to it's final state.

The objectives were to attract investors, engage with the local community, support neighbouring areas (NQ, Ancoats) and change negative perceptions.

Approach

More than merely a location our aim was to create a sense of place, of community and hope to build complete advocacy to the area from the people who work, live and pass through the neighbourhood. The desire was to provide something new and exciting for the city, an area different in character to any other. Following a full immersion into the business, lots of conversations with people of the area and understanding the interim and final plans for the place, we understood that it was important that our positioning be sympathetic and attuned to the surrounding area, it's history, it's magic and ultimately what makes it unique.

The Solution

The area was referred to as Piccadilly Basin, dropping Piccadilly from the name and calling it The Basin created a sense of ownership for the people that reside and work there. And in recognising that this part of the city in particular, owes it's resilience to the spirit and creative energy of the people who have made it their home, built communities and contributed to a shared future was key in devising the personality of the brand and in shaping the strategy. Creating a sense of belonging was the driving force behind the brand strategy and essence, brought to life through our Big Idea 'A flow all of its own' this illustrates that The Basin has it's own rhythm it's location by the water and the intent that those who are part of it walk to a different beat in an environment distinct in identity and unlike any other. It's a place where conversations, thoughts, ideas and creativity flow. Ultimately life and work flow better at The Basin.

PICCADILLY - MANCHESTER

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