

Collaborating to strengthen place marketing and benefit residents

To ensure our place marketing strategy for Priors Hall Park drives tangible housebuilder sales, we have established a quarterly consortium forum with our seven housebuilders, Davidsons Homes, Barratt Homes, David Wilson Homes, Bovis Homes, Taylor Wimpey, Lodge Park and Francis Jackson Homes. First introduced to Houlton in 2017, before being replicated in Corby, these sessions provide a unique opportunity for key representatives to come together around a table with our marketing and communications team to discuss, shape and strengthen Priors Hall Park's sales and marketing strategy.

Working together to help promote Priors Hall Park as a ideal place to live has seen enhancements in our place branded signage, social media, website presence, PR and campaign activity, as well as leveraging benefits for the local community through the opportunities presented to sponsor events for residents, and careers links with local schools.

This year, every one of Priors Hall Park Neighbourhood Association's events for residents were funded by sponsorship, with housebuilders able to show their strong links to our existing community with a presence at fizzy Fridays, family fun days, outdoor theatre and cinema events. This development is the most established of U&C sites and we are finding that those who are ready for their next new homes love living here and want to stay, so our existing residents are proving an important, captive market for future sales.

Jo Turner, Chair of Priors Hall Park Neighbourhood Association: "The support of Urban&Civic and our local housebuilders has been invaluable for PHPNA and being able to put on a series of family friendly events for our residents. We have a thriving community here and these events are a big part of why it is so wonderful to live at Priors Hall Park".

