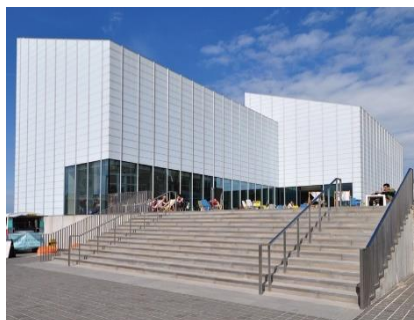


LESSON 3



LESSON 3: Completing the report!

In this third and final lesson, you should write a report that answers the following, ‘**Outline and justify how and why you would regenerate and rebrand Dover**’.

Within this report, you should include the following (taken from the previous lessons). It is suggested that you write your report using the following points as headings:

1. Evidence of the need for rebranding (what the problem is and data to prove it)
2. Inclusion of key players / stakeholders (range of people and organisations)
3. Practicalities of suggestions to rebranding (target market, cost, likelihood of success)

Key points you should also consider:

1. Show initiative and imagination in rebranding.
2. Produce sustainable solutions. How do you know in 5 years time it will be successful?
3. Identify the key players who will shape the rebranding and those who will benefit.
4. A tag line for Dover?

Your report should be between one and two sides of A4.



Coastal towns get trendy but will it help the locals?

An influx of artists is boosting Margate and Folkestone. Yet the benefits for poorer residents are questionable



© Alamy
Ghost town: Margate's high street now has a 36.1% vacancy rate



▲ Young families near The Grain Grocer on the corner of Northdown Road, Margate. Photograph: Felix Clay/The Guardian