‘Welcome to Wellbeing’

**The Destination**
Welcoming people to experience a new definition of integrated living for residents, visitors, patients, businesses, investors and community alike

**The Experience**
Health, Prosperity, Happiness
New ideas and opportunities
Urban regeneration and sustainability
Today
— Long term redevelopment project tied to the hospital

Tomorrow
— High quality regeneration for the town
— A benefit to the town
— Represents long lasting opportunity for the area
— Enabling development of the hospital

Recognised for something
— positive
— different
— something
— Unrecognised
— recognised
The Legacy Driving Idea is the start point for all brand activities.
Watford Riverwell

— Reflects importance of river Colne that runs through the site
— River clean up — part of environmental improvements
— Providing open and green spaces to local residents and Watford community
— In keeping with neighbouring areas of Holywell and Brightwell
— Creating a lasting destination
CONSOLIDATING THE HEALTH AND WELLBEING MESSAGE

— Encouraging a healthy lifestyle through walking, cycling and running
— Creating wellbeing through green spaces and landscaping
— An improved river Colne
A BRAND AND DEVELOPMENT SUPPORTING THE HEALTH TRUST AMBITIONS

— Road opening improving hospital access
— Improving ambulance services response
— Riverwell will facilitate improved hospital car parking and better access
— Patient and visitor experience improvement
— More attractive environment for patients
— Working together for a holistic masterplan
Masterbrand application examples
ENCAPSULATING THE WATFORD COMMUNITY THROUGH THE BRAND
CURRENT MARKETING ACTIVITIES

Community engagement
— Planning exhibition from July onwards
— Community website in addition to consumer website
— River clean up event — 14.07

Consumer marketing
— Willow lane commencement of sale
Marketing centre sketch
THANK YOU