

rachaelbampton-aiken
Strategic Adviser

What I do

Strategic adviser, place maker, coach, mentor and marketing consultant, changing places, developing businesses and delivering marketing and PR activity. I work with public and private sector companies from accountants to design agencies and destinations to tourist attractions, from Manchester to New York.

My services include:

Strategic Business Planning

- Creating a best ROI business plan that orientates your business around who it is trying to target
- Conducting internal and external business analysis to orientate business development
- Conducting internal and external project analysis with an action plan for delivery
- Creating a strategic plan for business orientation and project development
- Creating a strategic business plan that informs all development activity for the next 5 years

Brand Development and Marketing Delivery

- Creation of an integrated marketing strategy and action plan
- Analysis of core unique selling product and target markets
- Creation of a proposition and position to meet the analysis findings
- Working with stakeholders to develop core values, descriptors and attributes through workshops as required
- Creation and delivery of all on and offline marketing tactics from print to PR and social media

Place Making

Working with towns, cities, tourist attractions and investment locations to create a place narrative. This includes:

- Analysis of the place assets
- Understanding of the market place
- Positioning and USP
- Delivery of targeted place positioning
- Fully integrated place making and delivery plan

Coaching and Mentoring

Delivering a range of services cross the breadth of your business from mentoring new marketing team members to coaching top level directors. This includes:

- Full mentoring development programme for team members
- On site line management and guidance for delivery
- Top level coaching using NLP for directors and senior staff
- Bringing the best out of your employees

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Current clients

Connected Places Catapult

<https://cp.catapult.org.uk/>

Commissioned by the UK Government Accelerator Connected Places Catapult to create, manage and deliver a programme called "Joining the Dots" sharing best practice and themed masterclasses for destinations across the UK and Ireland, from Galway to Aberdeen, Manchester to Dublin. This focuses on bringing together regeneration directors and civic leaders twice a year for a destination focused conference to meet and align thinking. It is in its 5th year.

Heritage GB

<https://www.heritagegb.co.uk/>

Appointed as strategic adviser to Heritage GB to direct marketing activity and conduct destination analysis for the landmark attractions across the UK from Land's End to John O'Groats. This has included advising on the strategic direction of Land's End and the Royal Liver Building, delivering a group wide brand standards series, ongoing business coaching, and overseeing the communications approach across multiple sites.

Liverpool Biennial 2025

<https://www.biennial.com/>

Mentoring and strategic support to the marketing approach and corporate engagement for 2025's Liverpool Biennial, including coaching the marketing manager and supporting the board in the marketing approach. Wider support being delivered around corporate approach and strategic relationships for the incoming Chair Cathryn Wright.

Ezrah

<https://ezrah.co.uk/>

Strategic adviser and business coach working with Ezrah on clients across the property and construction sectors, primarily offering one to one coaching for over 30 managers in the sector and offering strategic leadership to senior teams as part of the wider Ezrah offering.

Consello / Liverpool City Region Combined Authority

<https://consello.com/>

A strategic adviser to the delivery team at Consello to support the Liverpool City Region's capital and investment programme as they amplify their ambitions across the range of key events and trade missions from MIPIM to UKREIIF. This has including engaging with private sector partners, advising on the overall programme and sharing knowledge and best practice with the team on the ground.

Liverpool BID Company

<https://liverpoolbidcompany.com/>

Retained by Liverpool BID Company on a range of projects orientated in place making and strategic delivery. This started with a strategic review of the Liverpool BID Company and has developed into supporting core place making projects. Together with KI Partnerships we created a vision for the Liverpool Waterfront, on behalf of Liverpool BID Company with multiple private and public sector partners which was launched at MIPIM 2023 delivered a pilot of Cultural Threads delivering cultural miles across Liverpool and have developed a strategic approach for the Commercial District for the city centre.

Font Communications / National Hydrogen Week

<https://www.fontcomms.com/>

Working with the team at FONT Communications to engage with private sector partners and industry leaders for the key event in Liverpool as part of National Hydrogen Week.

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Previous clients

Sutcliffe

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Delivery of strategic support and one to one business coaching for Sutcliffe developing the leadership team and supporting their ongoing directive for growth.

ION Developments

Appointed Jan 2023

Creating a strategic approach for ION Developments to raise their profile in an appropriate and considered timeframe, utilising their extensive networks whilst also matching their brand ethos and focused destination approach to ensure longevity and success.

Liverpool Place Partnership

Appointed Sept 2014 to Sept 2024

Strategic adviser to the private sector led Liverpool Place Partnership that has directed Liverpool City Region's presence at MIPIM, UKREIF and London Real Estate Forum. This has included guiding conversations with the public sector, managing multiple private sector partners and leading an investment orientation for the city region shaping the approach to programme and investor targeting.

North West: COP26

Appointed Jan 2021

Led and directed a successful bid for the Northwest to have a formal presence at COP26 in Glasgow in 2021. This included the delivery of a robust two week programme for the private and public sector with civic leaders and industry showcases on behalf of Liverpool, Manchester, Cumbria, Lancashire and Cheshire.

Knowledge Quarter Liverpool

Appointed 2022

Led the Knowledge Quarter board through a strategic orientation process to confirm the direction and priorities for the board members for the next 24-36 months during a time of change and potential investment.

Algeos

Appointed 2022

Strategic delivery and direction and employee branding creation for Algeos the leading provider of orthopedic care across the world head quartered in Liverpool. Creating their award winning employee brand and values orientation EPIC.

Liverpool City Region Combined Authority

Appointed 2019

Strategic adviser setting up the city region investment service. This included: setting up the team and its governance, processes and protocols; creating an inward investment strategy based on the local industrial plan, internationalisation strategy and working with the city region investment board; and harnessing the Liverpool City Region brand and turning it into a narrative the whole city region can use.

Liverpool Chamber

Appointed 2019

Strategic adviser to Liverpool Chamber creating a marketing orientation developed through a series of workshops with the staff team. It includes a full marketing and PR strategy, and I have helped the Chamber appoint agencies delivering a full rebrand and PR and social media services.

Manchester City Council / Manchester BID

Appointed 2018

Working with Manchester BID and Manchester City Council, the brief was to create a destination re-orientation plan for the city's Christmas programme. Combining an analysis of 'what works?'

Wirral MBC

Appointed 2018

Creation of a place making strategy for Woodside which included interviews with a range of stakeholders from developers, community groups and board members to event managers and suppliers, alongside analysis of UK competitors that Woodside could emulate, and on-site analysis.

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Previous clients

Living Ventures

Appointed 2018

I was commissioned by Living Ventures' chief executive to realign the customer experience at Gusto restaurants with its brand. Starting with a series of mystery diner visits to Gusto restaurants across the country, I developed a strategy to reposition the restaurants, building on the most successful elements of its most popular restaurants. Speaking to staff, customers and using my own dining experiences, I produced an action plan for Gusto, creating a consistent, strategic approach to brand values across the 18-restaurant chain.

Sport of Kings

Appointed 2019

I worked with a group of historic independent race courses, including Chester, Royal Windsor, Ascot, Newmarket and York racecourses to create and promote a luxury race product and align-ing destination sell to overseas markets. With racecourses chosen for their world class facilities and individual character, Sport of Kings is the first time the UK's leading racecourses have collaborated in such a way. I worked on the strategic direction of the project, mentoring the marketing executive at Chester throughout the project's development and launch. The series was launched at the Dubai World Cup, focusing on raising the brand's profile within the media, and amongst the race-going market.

Sgt Pepper At 50

Appointed 2017

The two-week event, Sgt Pepper at 50: Heading for Home, used each of the 13 tracks on the iconic Beatles album as the creative inspiration for a cultural event. Each of the commissions – ranging from art, dance, music, poetry and theatre – was a world premiere. Once the programme had been confirmed by the artistic directors, I stepped in to deliver a fully-integrated plan, working with the design and PR team to promote and advertise the series.

Liverpool BID

Appointed 2015

Delivery of a strategic marketing review for Liverpool BID Company.

Liverpool Biennial

Appointed 2013

Strategic Marketing and mentoring to build a marketing team for Liverpool Biennial and delivery the marketing programme for 2014 and 2016.

Gower Street Estates / Royal Albert Dock Liverpool

Appointed 2016

Creation of the 175 Strategy for Albert Dock Liverpool building a programme of activity with the private and public sectors to celebrate 175 years of this iconic attraction. This included creating and managing the application for the Dock's Royal status which it successfully achieved in 2018.

Heritage GB

Appointed June 2011

Destination analysis and strategic marketing review of Land's End and The Needles attractions on behalf of operator Heritage GB leading to the implementation of key recommendations to enhance the customer experience and deliver best practice.

Wicksteed Park

Appointed April 2011

Creation of an events and tourism marketing strategy and ongoing delivery of a marketing plan for the theme park in Kettering.

Aintree Racecourse

Appointed 2010

Creation of the strategy and content for Liverpool Day – the opening day of the John Smith's Grand National for over 5 years.

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Liverpool International Music Festival

Appointed 2013

Creation of the marketing strategy and mentoring for the inaugural LIMF advising on all stages of the marketing mix and mentoring the on site team.

Mann Island, Liverpool

Appointed 2012

Creation of a short-term marketing action plan for Neptune Developments to animate Mann Island for Summer 2013.

Royal Albert Dock, Liverpool

Appointed 2010

Creation and delivery of a strategic marketing plan including events, print management and PR through management and direction of the project team, evaluations and mentoring.

Exclusive PR, London

Appointed 2008

Strategic business development, analysis and business planning for London PR and Publicity Company.

Robinson Rice Associates, Merseyside

Appointed 2008

Strategic business development, analysis and business planning for this expanding accountancy firm.

Metquarter

Appointed Aug 2011

Creation of event strategy and marketing support for this retail based offer working with partners including Everton FC and Calm.

Cheshire's Gardens of Distinction

Appointed 2009

Mentoring of the CGOD project manager and creation and implementation of the associated marketing plan including delivery of all on and offline marketing materials.

The Beatles Story

Appointed 2008

Strategic marketing, events and PR planning and delivery ranging from the mentoring of the new marketing manager to delivering the international launch of Julian Lennon's White Feather exhibition.

RHS Flower Show Tatton Park

Appointed 2008

Strategic analysis, content development and associated marketing of this flagship event in England's Northwest.

ACC Liverpool

Appointed 2009

Acting head of marketing to cover maternity for ACC Liverpool including strategic marketing, tactical delivery and team management.

Northwest Development Agency

Appointed 2008

Creation and delivery of a tourism marketing strategy for the Northwest for the Olympic and Commonwealth Games in 2012.

The John Smith's Grand National 2008

Appointed 2005

Creation and delivery of the national marketing campaign for the John Smith's Grand National working in partnership with Aintree Racecourse and The Mersey Partnership.

Visit Chester and Cheshire

Appointed 2007

Strategic marketing for the forthcoming Cheshire Year of Gardens 08 – an event led programme of activity supporting Liverpool as European Capital of Culture 2008.

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