



AN INGENIOUS TOWN CALLED DARLINGTON



DARLINGTON



A MOST
INGENIOUS
TOWN

‘INGENIOUS DARLINGTON’ -WHAT’S IT ALL ABOUT?

To put it simply, it’s a place brand for Darlington. It’s a branding that all Darlington organisations can use, to say “we’re Darlington and we’re proud of it”.

This project started with the involvement of Darlington businesses, community groups, the cultural sector, Darlington Borough Council and residents of the borough.

Darlington has so many fantastic organisations and a fascinating and inspiring history – and through this branding, its logos, images and words, we can connect all of these great things together. When the logos are seen, particularly from potential investors from outside of the town, then this will build recognition, familiarity and trust in Darlington.



WHY 'INGENIOUS' DARLINGTON?

The answer is simple. The definition of ingenuity is

- *The quality of being clever, original, and inventive, often in the process of applying ideas to solve problems or meet challenges.*
- *Ingenuity (ingenium) is the root Latin word for engineering.*

We think this word is perfect for Darlington. There are many amazing things that have happened and still happen here, from the birth of the railways, to the world famous work of leading engineering companies; not to mention some highly imaginative construction and development projects.

It has become clear that the best thing about the town is the ingenious spirit that has enabled all of these great things to happen.

INGENUITY ties together our town's past, its present, but most importantly of all, can inspire its future.



TOP 10 REASONS WE'RE INGENIOUS

**Darlington has been independently recognised
as one of the best places to live in the UK.
Being ingenious is part of our culture.**

WORLD'S FIRST PASSENGER RAILWAY

– On 27 September 1825,
when George Stephenson's
'Locomotion No1' left
Darlington to travel to Stockton,
it became the world's first
passenger railway.



FIRST NATIONAL NEWSPAPER -

The Northern Echo was first
published in January 1, 1870; in
Darlington. In the 1870s it claimed to
be the first truly national newspaper.
With Darlington being at the centre of
the railway network, the paper was on
sale by 10am in London and Edinburgh.

The Echo as the nation's first halfpenny
daily - was deliberately priced so that
Durham miners could afford it.



A SUBSEA CENTRE – EVEN WITHOUT ANY SEA!

– Darlington is a respected and developing UK centre of the subsea sector; pretty good for a place without any of the blue stuff around us! There are a number of subsea businesses in Darlington. **Deep Ocean UK's T3200** machine, which carves routes for energy cables underwater, has been described as 'the most powerful underwater trenching vehicle' in the world.



ON THE NATION'S RADAR

Darlington beat 29 other towns and cities to become the preferred location for the **£38m National Biologics Manufacturing Centre, run by the CPI**. We became home for the ground breaking technologies due to our "outstanding location, fantastic access, and proximity to existing pharmaceutical companies and relevant universities".

WORLD FAMOUS STRUCTURES MADE IN DARLINGTON –

Cleveland Bridge has built:

- famous bridges around the world including the iconic Sydney Harbour Bridge
- famous structures such as the Wembley Arch, and
- part of famous buildings, such as London's The Shard and Canary Wharf.



50 YEARS OF 'ENGINUITY'

– **Cummins Darlington**

celebrated 50 years of engine production in 2015. Around 1.5 million engines have been built in the Darlington factory for customers worldwide; including Transport for London, whose iconic new Routemaster buses use engines designed and developed in Darlington!



FLYING THE FLAG FOR DARLINGTON

– Darlington's **Harrison EDS** has been the leading UK manufacturer of high quality flags, flagpoles and event products for over 40 years; offering the widest range of flagpoles available throughout the UK. Flags from Harrison's have fluttered at major UK events such as the London Olympics, London Marathon, Edinburgh Tattoo and outside the Royal Albert Hall.

GARAGE TO GLOBAL - THE FLAVOUR OF SUCCESS

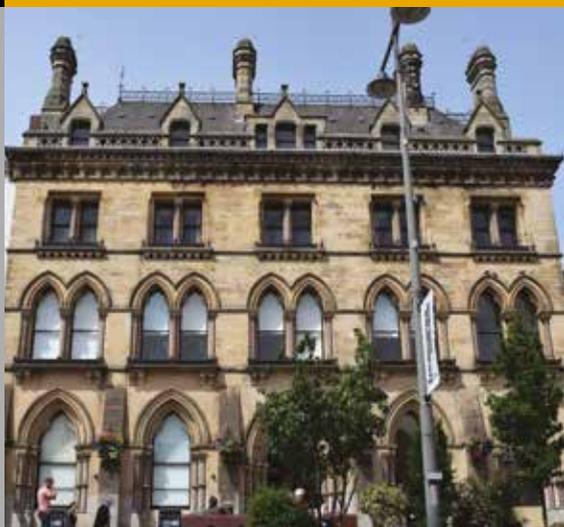
– From humble beginnings in a home garage in 2009, **Beanies the Flavour Co.** has gone from producing 2,000 jars of flavoured coffee a month to 8,000 jars a day. Beanies is recognised as the brand of choice in the UK flavoured coffee market. Already in two of the big four supermarkets, Beanies is now a global company, exporting to around 20 countries.

OVER 130 YEARS OF BROADENING SKILLS –

Henry Williams have been involved in the railway industry since 1883 and with some 'firsts' and 'bests' under their belt, they still are to this day. Ingeniously they have adapted with the times through innovation and invention and are now creating new markets for themselves in the highways industry.

BANK TO THE FUTURE –

Backhouse's Bank of Darlington was founded in 1774 by James Backhouse, a wealthy Quaker flax dresser and linen manufacturer, and his sons Jonathan and James. The bank became one of the strongest banks in the North of England. In 1896 it merged with Gurney of Norwich and Barclay of London to form what is now **Barclays Bank**. Barclays still operate from the magnificent Grade II* Listed Building on High Row, designed by the nationally acclaimed Quaker architect, Alfred Waterhouse.



WHAT'S HAPPENING WITH THE BRAND?

We're spreading the message and telling the story of Darlington's ingenuity to as many people as we can. We want everyone to get involved – businesses, community groups, schools, colleges and residents. If everyone uses it, we'll present a really good impression of our fantastic town.

Businesses – business people are being encouraged to adopt the branding in their marketing materials. Many are already doing so, but we're working to get more businesses involved.

Community groups – are often doing something unique and a bit different – quite ingenious in itself. The branding is perfect for them, they can use the logos to help talk about their own ingenuity.

Schools & colleges – we want the branding – its story, images and everything it talks about to inspire our schoolchildren and college students. We hope the message of Darlington's ingenuity will create a spark for future engineers and scientists.

Residents – we want Darlington residents to be aware of the story we're telling about our town – we're doing this through things like the One Darlington magazine, and events like the Festival of Ingenuity. Darlingtonians are proud of Darlington - its history and achievements, and the ingenious brand celebrates these things.



FIND OUT MORE



Web: www.ingeniousdarlington.co.uk



Twitter - @dton_ingenuity; use #ingeniousdarlington to see others who join our conversations



Facebook - IngeniousDarlington



Instagram - IngeniousDarlington



designed **WITH**
—  — **IN**
DARLINGTON