





Congleton – Beartown

South East Cheshire

Population 28,000

Former Textile Town

High percentage of out-commuters

Active Town Council and Partnership

Congleton
beartown
where friends are made



Need for a Brand

- **Recognised in Town Plan, Cheshire Market Town's Distinctiveness Report and Town Feng Shui Report**
- **Make Congleton more memorable**
- **Attract new and repeat day visitors**
- **Create greater social cohesion**
- **Raise the profile of the town regionally, nationally, internationally**





Why Congleton is Beartown

- In 1600s the Town Bear died before the Wakes – Town Council lent money from bible fund to buy a new bear
- Folk story: Congleton Rare, Congleton Rare,
Sold the Bible to Buy a Bear
- Name of beartown used locally
- The bear used in business names, club emblems, built into fabric of the town.



Modernising the Brand

- Taking away the chains
- Linked with Animal welfare
- Launched brand and brand manual
- Working with schools
- Partnership and Town Council letterheads
- BBC's Pudsey came to Beartown
- www.mybeartown.co.uk
- Beartown competitions
- Bears into Public Realm



Next Steps

- Publishing Beartown Tales
- Merchandise
- More bear-related events
- Encourage businesses to use the name
- Let Congleton live Beartown



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Members of the Bear Team

www.mybeartown.co.uk

