

Secunda Way development names

Water themed

‘Watermark’

Referring to the development’s waterside location

Our target market in their 20s to 30s is well qualified, comfortably off and ready to make their mark on the world. This name unites the development’s waterfront location with the idea of making their mark.

‘Water’s Edge’

Referring to the development’s waterfront development

This name encapsulates the development’s setting succinctly: along the Gloucester and Sharpness Canal. But the use of the word ‘edge’ has another dimension: it suggests ‘leading’ or ‘cutting edge’ – at the forefront. Our target market of 20 and 30 year olds isn’t simply looking for a place to live – they’re young, comfortably off, looking for modern and stylish living.

‘Canal Side’ / ‘CanalSide’ / ‘Canalside’

Referring to the development’s setting on the side of the Gloucester and Sharpness Canal

This name capitalises on the development’s setting. Upon seeing/hearing this name, the market cannot fail to know that this is a waterside location. Playing on the word ‘side’ gives us a good creative platform too; for example, the headline ‘A playful side’ might introduce the area’s recreational opportunities; ‘A historic side’ explores the area’s rich history; and ‘An indulgent side’ might cover the area’s choice of shops and restaurants.

‘The Front’

The development is on the waterfront, but ‘the front’ is also the most forward part of something

Our target market is young (in their 20s and 30s) and well qualified. They might only just be starting out, but they don’t want to settle for anything less than the best. ‘The Front’ – as the most forward – is ahead of the rest. Furthermore, the mass noun ‘front’ refers to an individual’s boldness and confidence – traits our up and coming target market is likely to possess as they seek to establish themselves.

‘Quayside’ / ‘The Quays’ / ‘Secunda Quayside’ / ‘Secunda Quay’

Referring to the site’s close proximity to Gloucester Quays

Set on Secunda Way, the development will be linked to Gloucester Docks by Gloucester Quays – a large retail outlet that has transformed the area. Furthermore, a quay is a platform: a raised surface alongside the water. Our target market of educated 20 and 30 year olds are starting out; ‘Secunda Quayside’ gives them a platform – a step up to the next phase of their life.

Location specific

‘Hempsted Place’

Secunda Way is on the outskirts of Hempsted Village

Quite simply, the development is set on the outskirts of the popular Hempsted village. But the use of the word ‘place’ provides a solid creative platform in terms of brochure headlines: for example, ‘A tranquil place’ to highlight the waterside setting; ‘A lively place’ to explore the area’s recreational pursuits; and ‘A connected place’ to cover off transport links.

‘The Edge’

Development located close to/on the edge of the Gloucester and Sharpness Canal

The name immediately suggests water’s edge (as per the site’s location), but also to have ‘the edge’ over something. Our target market – young professionals in their 20s and 30s – will be comfortably off and starting out, looking for stylish, modern-day living. As up-and-coming individuals, they want a home with that little something extra: something that’s got ‘the edge’.

‘Gloucester Reach’

A reach is a continuous stretch of water – the site is on the Gloucester and Sharpness Canal

‘Reach’ is open to multiple interpretations: the literal ‘stretch of water’ to fit with the development’s setting, but also ‘to reach for something’ implies aspiration and ambition. The target market in its 20s/early 30s is just starting out, yet comfortably off. They want their home to be stylish and modern; an up-and-coming place. This development puts all of that within their reach.

‘Secunda Point’ / ‘The Point’

Referring to the site’s location at the Secunda Way point of the canal

The development is situated at the point at which the Gloucester and Sharpness Canal runs parallel with Secunda Way. But ‘The Point’ is also the purpose – this development can be regarded as what our target market in their 20s and early 30s have been working towards, be that at college or university and now in the early stages of their careers. With its modern and stylish 2, 3 and 4-bed homes in an exciting location, this is what it’s all about – this is The Point.

‘Nulli Secunda’

Latin, meaning ‘second to none’ – based on site’s location on ‘Secunda Way’

An old Roman city, today Gloucester is the site of ongoing regeneration which is transforming the area into a vibrant new community. Our target market – young professionals in their 20s and 30s, likely to be well qualified and in successful professional positions – is starting out but wants nothing but the best. The homes here live up to their name as ‘second to none’. The site’s unusual name will also help to set it apart from its myriad competitors in the area.

A modern twist

'H₂O'

A play on the development's waterside setting

We are targeting young professionals looking for stylish, modern living. 'H₂O' ticks all the right boxes. Offering a mix of 2, 3 and 4-bed homes in a fresh and exciting location – an area currently undergoing major regeneration – 'H₂O' is a refreshing break from the norm.

'Eau'

French for 'water', linked with the location; but French is often associated with style and class
There's something about French culture that screams sophistication. Capitalising on this is 'Eau' – a development of modern 2, 3 and 4-bed homes for the up-and-coming young professional. It might just be starting out, but this market knows what it wants to achieve. The homes at 'Eau' offer stylish living in a vibrant location to set them on the path to success.

'Azure'

Bright blue in colour – of the water

Blue conveys confidence, intelligence and stability – qualities our target market of young professionals is likely to possess, as well-educated and comfortably-off individuals. While darker shades of blue can be regarded as somewhat staid, azure's brightness suggests the vibrancy of this development and the stylish 2, 3 and 4-bed homes available.

'Re:fresh'

Using water/refreshment as inspiration; 'fresh' also means something new and full of energy
This name draws inspiration from the development's waterside location, while 'fresh' refers to something new or different, as well being full of vigour. The name also reflects the present regeneration of Gloucester – it's another part of the revitalisation of the city. The prefix 'Re:' also gives us a solid creative platform, for instance 'Re:locate' for the location (local area/development intro spread); and 'Re:connect' for the wider area (second spread, to include transport links).