

Rebranding Lagos through Regeneration

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1 ABSTRACT

With the current rapid attainment of many cities into megacities status a generic basis for classification of urban areas could be misleading. This is based on the fact that many megacities of the world especially those located in sub-Saharan Africa and South America are only qualified as megacities on the basis of population only. These cities are among the most deprived when viewed from many development indicators. Such indicators where they rank within the lowest class of development ladder are imageability, character and texture of the urban landscape, quality of the environment, standard of living, per capital income, literacy level, level of infrastructure and social services, environmental sanitation amongst others. Lagos, the case study city is the leading city in the West African subregion in terms of economic vibrancy and population. The city built up areas is about 20000 hectares of which about 52% is residential. While the status of Lagos megacity could enhance the global attention and sympathy on the need to upgrade the life support infrastructure and economy of Lagos, it is the view of this paper that, there is need to rebrand Lagos through regeneration in order to upgrade it into the rank of megacities particularly of the status and qualities of those in Europe and the United State of America.

Among the major problems, identified by the paper militating against the city top profile among global cities of megacity status are unsightly environments, high level of blighted areas and slums, unorganized commercial areas, invasion of the city streets cape by the informal sector, recently emerging good public mass transit system, poor state of electricity supply, poor sanitation, general lack of open and recreational spaces among others. Therefore, there is urgent need for strong political will on city-rebranding through massive urban regeneration strategies in addition to the on-going city wide planting and paving, public enlightenment and participation on physical planning, heavy investment on modern infrastructural facilities especially electricity supply, water supply, good roads, mass bus transit and railway systems. Minimum urban design standards should be enforced on developers. All these are to prepare the city for acceptable character and urban image after which there should be niche services and products for which the city will be known globally. Presently, the only image and identity of Lagos is her population consisting of grossly people in the low income class. A new brand of Lagos with very strong and legible character can emerge through city regeneration especially when the private sector is involved.

2 INTRODUCTION

The city is a physical ecological organism evolving through the interplay of regulations and entrepreneurial activities. Thus the prospects of the city has always been difficult to predict despite the abundance of socio-economic and physical planning theories, and concepts. The rapidly changing society further complicate any attempt to predict the future needs of city dwellers and those who depends on the city services. Any attempt to present the city for acceptability require the need to consider alongside the less tangible economic, social, environmental and cultural factors. With the recent competitive nature of demands by city dwellers, there is need to view the city as a tangible product, to be packaged, launched, presented and delivered to the world with emphasis on unique products and services it is capable of providing for mankind.

The packaging of a product is a strategic means of attracting consumers patronage. This is applicable to tangible and intangible and products such as services and goods respectively. The intense global competition among cities to attract investments and goodwill thus ranking among prestigious places in the world hers call for a more creative urban of presenting themselves as good destination for of residences where they can have sense of place and stewardship.

The rapid advancement in technology, politics and economic shifts have made reliance on historical goodwill of cities insufficient for them to maintain there hitherto population positions in the global scene. The opening up of the economic front through globalization has broken barriers and integrate various parts of the world into a global economy and global finance system. The world is now viewed as a unit on real time on a

plenary scale. The factors of product are now fully internationalized and fully interdependent throughout the world (Castells, 1992). The world is fast becoming a borderless entity at all levels of political administration people, goods and services, trades, ideas and information now flow across the borders with ease (Asaju, 2002). Urban planning and city images are caught in this dynamics (Oduwaye, 2006). Therefore there is need for more innovative, pragmatic, entrepreneurial and participatory approaches to present cities in the mist of these intense competition, in order to enhance their position and survival.

To achieve this cities will have to use their historical strength, level of modernization, economic strength and potentials, environmental qualities, level of security and equal opportunity policies, investment potentials, adoption and compliance with the rule of law political stability among others to carve a niche for themselves in global reconing as places of attraction. This will subsequently determine their destiny. Order cities appears to be in a better position to repackage themselves to gain high ranking but the burden of old-age might cost them a lot to make appreciable turn around as many of them particularly in developing countries are ermeshed in poor urban imageability, (high land use densities, poor state of environment, poor standard of living, low per capital income, poor industrial base, poor unfastructure and social services and disrespect for the rule of law.

Despite this situation these cities should be repackaged and presented to the world drawing on their strength such as population, abundance of natural resources, cheap labour and urge for development. These should be incentives that can be organized and presented to the world as what these cities have to offer the world. To achieve this paper this present rebranding through regeneration as a strategy, through which Lagos, a city strategically located in sub-Sallara Africa can be presented to the world in order to attract tourists and investors to the city, thus enhancing revenue and reviltilisation of Lagos. The need for regeneration in Lagos is due to the fact that predominantly the built-up areas of the city are weak and dilapidated. They are also inflicted with many socio-economic, physical and environmental problems. Such problems include conflicting land use, direlic buildings, sick and dilapidated buildings, unsightly cityscape, high building density, invasion of the informal sector, infrastructure failure to non-existence, traffic congestion, squatter settlements and slums, pollution (noise, dust, odour, and solid waste) and flooding. Sociological problem include miscreant, crime and juvenile diligence, apathy, and poverty.

The first settlers of Lagos were the Aworis in 1450 and since then the city has grew into about 19000 hectares built-up area with about 18 million population consisting of ever 300 ethnic groups and foreigners from all continents of the world. Naturally like any urban settlement a cities get order especially on the mist of dwindling economy, inadequate and poor infrastructure, they get more worn down and many areas will outlive their usefulness, thus they are revigorated through urban regeneration in which they are replenished to be able to cope with new demands and expectations. Urban regeneration is not just about fancy buildings but more importantly is to create the right economic, social and psychologically acceptable environment for the people. It is aimed at uplifting hitherto economically and socially vibrant areas in the city, with due consideration to the strengths and weekness of the city.

In the case of Lagos the major strengths of the city include the population, variety historical, economic, geographical advantages, political and cultural heritage in Nigeria, the West Africa sub-region and at the African context. Lagos was the former capital of Nigeria, which was moved to Abuja in 1991. Despite this Lagos maintained her economic vibrancy and dominance as the commercial nerve centre of Nigeria and West Africa. Due to the global declining economic phenomena, Lagos its having her fair share and this is manifesting in the rapidly declining quality of the hitherto poor environment increase, in crime, collapse of infrastructural facilities especially power supply, water and waste management. To regain its declining fortune in the mist of intense global competition among cities this paper present strategies through which this can be achieved. The, paper presents the need for city branding It also delve into the objectives and components of urban regeneration which are classified into social, economic, community and environmental components case studies of city branding are presented specially on Johnnesbury, (South Africa), Nykoping (Swedan) and New York (USA) Current urban regeneration efforts by the Lagos State government are discussed and land use development of Lagos. All there were used an basis of recommendations made towards rebranding Lagos.

3 THE NEED FOR CITY BRANDING

Increasingly, cities and urban regions compete with other places for attention, investment, visitors, shoppers, talent, events, and the like. Accelerated and intensified globalisation has led to a situation where the main competition is no longer the city down the road or the town across the bay, but where competitors are places (Anholt, 2002). And this global competition is no longer limited to the capital and big cities, it now directly affects all cities and concentrations of urban settlements. A brand is its promise of value, a promise that needs to be kept. Places are increasingly getting caught off guard by unexpected and seemingly sudden shifts in competition and abruptly lose their historic purpose or their competitive edge, be it economic, social or cultural. Branding ensures that places become and remain more competitive. Branding tends to redefine their (places)' purpose while ensuring that the world learns about them for the right and compelling reasons.

City branding is a process that means to distinguish a city on a global level by highlighting what is continuously authentic about a city. It is a promise to the world about the essence, character and identity of a city (Burgess, 1982). Cities need to brand in order to develop the city in a global context and retain the loyalty of those investing resources in that respective city. Branding allows for cities to clearly define and distinguish themselves from the next. Branding of cities therefore has the power to change perception by highlighting the positive and completely unique features of a city in order to attract investors, tourists and to contribute to the general morale of a city. City branding however is not about modelling one city after another great city brand, it is about tapping into the authenticity of a city and bring that distinctive essence to life for a global audience to understand.

Cities are competing for people's lifestyles, and in order to do this successfully they need to maintain a strong brand. Dying cities are weak in these areas. For instance, if a city possesses a bad brand image, it is difficult to shake that perception and change public opinion about the city. Places have long felt a need to differentiate themselves from each other, to assert their individuality in pursuit of various economic, political or socio-psychological objectives. The conscious attempt of governments to shape a specifically-designed place identity and promote it to identified markets, whether external or internal is almost as old as civic government itself. Thus, any consideration of the fundamental geographical idea of sense of place must include the deliberate creation of such senses through place marketing. City 'boosterism' as described in the many historical cases in Gold & Ward (1994) and Ward (1998) was not a new idea in the nineteenth century but a reaction to the growing competition between places occasioned by the nationalization and globalisation of markets. However it was not until around 20 years ago that there was a general acceptance that promotion (largely treated as synonym for advertising) was a valid activity for public sector management agencies (Burgess, 1982), and that the systematic application of marketing was relevant to collective goals and practices and thus an essential component of the study of places and their management. Equally public sector planners have long been prone to the adoption, overuse and then consignment to oblivion, of fashionable slogans as a result perhaps of their necessity to convince political decision-makers who place a premium on novelty, succinctness and simplicity. It is not surprising therefore that despite the appearance of a small number of publications on the topic of city branding in the last few years (Ashworth 2001; Hankinson 2001) there is a recognisable gap in the literature with regard to the branding process of cities in general (Hankinson 2001) and real case studies in particular (Anholt; 2002; Rainisto, 2003). This is in contrast to the increasing evidence in the press that branding, at least as a concept, is increasingly being applied to locations (Hankinson, 2001,)

De Chernatony & Dall'Olmo, (1998) identify 12 perspectives on the definition of the brand found in the literature. After a critical examination of those perspectives, they suggest that 'the brand is a multidimensional construct whereby managers augment products or services with values and this facilitates the process by which consumers confidently recognised and appreciate these values'. The boundaries of the brand construct are, on the one side the activities of the firm and on the other side the perceptions of the consumers. The brand becomes the interface between these two.

4 OBJECTIVES AND COMPONENTS OF URBAN REGENERATION

The basic components of urban regeneration include the following: community regeneration, economic regeneration, social regeneration and physical regeneration components. However, these are done in order to achieve the following objectives: to build confidence, vibrantly and sustainably communities, improve environmental qualities, create new and efficient economic activities, improve socio-economic integration,

eliminate barriers to resources mobilization and spatial inequalities. Also regeneration will create spatial cohesion, aesthetically pleasing environment and adequate infrastructure. The community improve, while waste of resources will be eliminated, with adherence to the best use of land. Such area hitherto deprived will be more attractive to investment thus raising the standard of life of the people. To achieve all the above the aim of any urban regeneration vision should target the most deprived areas, promote partnership (political, statutory, community, voluntary, private), commitment to long term development of between 7 – 10 years, integrated approach involving community – social – economic and physical programmes, focus on results in order to learn from success and not to duplicate failure, responsive to local circumstances and have strong linkage with the programme of local authorities.

5 CASE STUDIES

While research works on city branding is scanty extensive literature on product branding exist. Also considerable case studies of city branding efforts exist in different parts of the world. Therefore this paper presents case studies efforts of city branding upon which it relate these situations to Lagos, the city of focus of this paper. Specifically case studies examined in the paper are on the following cities: Johannesburg (South Africa), Nykoping (Sweden), and New York (USA).

The city of Johannesburg decision to brand itself in the late 2001 considered what sort of business or visitor will most desire and what areas or features, will in turn be attractive to them. The city set out to occupy a leadership city status in Africa. To achieve this a brand-based investigation to determine how the city presented itself and how it was perceived around the world was conducted. The findings of the study was not positive. In term of infrastructure the city scored high, residents were there because of investment opportunities but the city was full of crime dirt and poor cultural landscape, with no significant world-class entertainment. One of the options considered was to change the name of the city, possibly to an African name but the research revealed a strong familiarity and affection with this city inform name, Joburg. However, the report recommended the need for visual identity sought to reflect the creativity and excitement, of the city with the flow of the type face (Mabundla, 2007) The Jogurg's exclamation point, comprising the be represents Joburg's famous landmark, the Hillbrow tower while the logo's golden point represents the heritage of Joburg as a gold mining town. The new identity was introduced on the international stage at the World Summit on Sustainable Development in September, 2007.

In the case, the Nykoping, Sweden her new image has been described as the transformation of a an onymous city profile into a clear –cut city brand (Kavaratzis and Aohworth, 2006). Nykoping was primarily spotted to serve as resident town for people working in Stockholm in the 1990s, located at a distance of about 75 kilometers from Stockhom. To sustain this, deliberate efforts were made to change the outer world's perception of Nykoping from a civil servant town with an image of a city with living conditions beyond what an average Swedish town offers (Smidt-Jensen, 2003). The core qualities of the town are the good life, the sea and limitlessness, all of which are displayed in advertisement in various media such as newspapers, life style magazines and websites for housing and living with a special permanent government department established to manage the project of selling Nykoping. The city municipality also signed a ten-year co-branding agreement with Ryan Air, in which the airline places Nykoping banner on Ryan Air website, aircraft seat pockets and www.Noykoping.orgis written on Ryan aircraft.

New York, USA original strength were on her economic and trade strengths which attracted residents and million of visitors into the city New York has very strong conflicting vision, of being a monumental city built on a grand design and a commercial hub built spontaneously on capitalism and democracy. The earlier 1970s recession led to New York decision to promote tourism to help offset a recession during which a campaign logo "I love NY" was created. At the same time the city authority clamped down on crime all which led to New York emergency as a good, template for cities to rebuild their bad brand images.

6 CURRENT REGENERATION AND REBRANDING EFFORTS IN LAGOS

Currently there is imprecedented strong political will at improving the image of Lagos from many fronts. First is the willingness of government to upgrade the quality of the environment, improve security and transportation. These are the primary focus of the government and there are visible evidences of progress in these areas. Little emphasis are being placed on other critical areas that could contribute to making Lagos an investment and tourist destination such as power supply, and titling and access to land, reorganization of

squatter settlements, slum upgrading, improvement of standard of living, population redistribution, per capital income improvement, improved social services, environmental sanitation, amongst others.

Specifically on the improvement of the environment there is an on-going citywide landscaping which involved planting of trees, shrubs, grassing and paving. This is mainly along major roads. Also many roads are under rehabilitation. Ironically the exercise required the demolition of illegal structures especially commercial areas along these roads. Many organised markets are being demolished in order to improve the quality of the environment and improve road traffic flows as most of these markets are located at road intersection, and traffic nodes. They are usually dominated by informal trading activities; thus they are made of temporary structures.

The level of security in the city has improved and there are many collaborations between the police authority, the state government and the private sector. The community development associations are also in collaboration with the Nigerian Police on security matters. The Lagos State government and the organised private sectors continue to donate vehicles, communication gadgets and other equipment to assist the police. All these have enhanced the security profile of Lagos.

In the areas of infrastructure only improvement in the road traffic has been done in the recent time. Other means of transportation has not witnessed any meaningful improvement such as rail and water transport. The Bus Rapid Transit (BRT) system was introduced about two years ago in which exclusive road lanes are earmarked for the BRT buses along major road in the city. This has brought some level of sanity into the public road transport system as many commuters now prefer to use the BRT buses who hitherto commute with their private cars. Therefore some levels of improvement and road congestion can be observed.

In other areas of infrastructure, no meaningful improvement can be observed in the recent time. Power supply is still erratic where it is available while it is near non-availability in many areas. Water supply is not available except in the old inner-city areas. The sub-urban areas depend on private bore-hole and water vendors for untreated water supply.

Despite this the Lagos economy has a lot of potential to serve the Nigeria economy. Lagos is reputed to have the largest stock exchange in West Africa. It has over 2000 industries concerns, 10000 commercial ventures, home to most corporation headquarters in Nigeria, a telecoms and media hub and about 224 vehicles per Kilometer (Lagos Tradinvest, 2008) Unfortunately the city is bedeviled with daily water demand gap of 2.5 billion litres and 3000MW power deficit (Lagos Tradeinvest, 2008) The city generates over 65% of Value Added Tax revenue to the nation, contributes 30% of GDR, consumes 60% of energy, generates 50% of port revenue and 82% of international air line departures. All these are indicators of the high rank profile of Lagos in the Nigeria context.

Despite the profile at Nigeria context, Lagos still lags behind at African level and the city will find it difficult to compete for a place at the global level due to her deficiencies in critical areas that could make it attractive as investment and tourist destination. Areas where attention will be required in order to bring Lagos into reckoning at the global level will include the following: improvement of power supply, reorganization of squatter settlements, slum upgrading and strict application of town planning regulations, improvement of land titling and access to land, creation of employment opportunities and encouragement of standard of living, population redistribution, raising per capital income, improvement of social services and general environmental sanitation. Lack of all these basic needs places Lagos at the low position in global city profile. However this paper is on rebranding of Lagos through regeneration. Therefore the need to repackage the image of the city through settlement upgrading is the main focus of the recommendation of this paper.

7 REGIONAL CONTEXT AND DEVELOPMENT OF LAGOS

Lagos is located in Lagos State, one of the 36 states that constitute the Federal Republic of Nigeria. Lagos State lies approximately between longitude 2°42'E and latitude 6°22'N and 6°52'. The state is located on the South-Western part of Nigeria with the southern boundary of the state framed by about 180 kilometres along Atlantic coastline while the northern and eastern boundaries are framed by Ogun State (figure 1 and 2). The Republic of Benin formed the western boundary. The state is the smallest state in Nigeria in land area with an area of about 358,861 hectares or 3577 sq.km (Odumosu, 1999). This represents only 0.4 percent of the entire area of Nigeria. This size accommodates about 10 percent of the entire 140 million approximate population of the Nigeria. The state is also the most urbanized in Nigeria (Ayeni, 1979). Only about 5 per

cent of the state total population live in rural areas. This has serious consequences on land use planning in the state especially in urban areas. It also has great implication on infrastructure. Ironically except for Abuja, Lagos stands out to be the best served with infrastructural facilities in Nigeria yet it is where these facilities are most inadequate due to the high population density. The state is also the most affluent in spite of its small size.

Lagos metropolis lies generally on low lands, with about 18782 hectares of built-up area. The approximate population of this area is more than 18 million. The projected average population density of the built-up area of Lagos metropolis is about 20,000 people per square kilometre in an emerging African Megacity. Two dominant religious groups in Lagos are Christians which constitute, about 54.6%, while the Muslims constitute about 44.33% (Odumosu, 1999). The balance of 1.1% represents the percentage population of other religious groups.

According to the Master Plan for Metropolitan Lagos (MPML) the urban land use was approximately 172 square kilometres in 1985. (Master Plan for Metropolitan Lagos, 1985). Current land use distribution of Lagos shows that residential areas occupied about 9669 hectares (52.1%) of the total built-up area of the city.

Land Use Classification	Land Area Occupied (Hectares)		Percentage of Development	
	1976	2008	1976	2008
Residential	8939	9669	51.9	52.1
Commercial	821	1021	4.8	5.5
Industrial	1444	1448	8.4	7.8
Institutional and Special Use	2366	2784	13.7	14.0
Open Space and Recreation	453	520	2.6	2.8
Transportation and Circulation	3205	3340	18.6	18.0
Total	17228	18782	1000.00	1000.00

Table 1: Lagos metropolitan area land use structure in 1985 and projected land use structure by the year 2008.

Source: Metropolitan Lagos Master plan, (1985) Vol. Pg.106 and Authors projection, 2008.

Lagos is not only the leading commercial nerve centre of Nigeria but also that of West Africa. Lagos metropolis has the potential of becoming the leading African centre of trade. Many areas specifically earmarked in the 1985 master plan for metropolitan Lagos for commercial development have not been developed. This has been due to the low level of economic activities in Nigeria generally. Lagos is presently characterized by commercial ribbon street development such that virtually all high-density areas are in chaotic state with indiscriminate mix of commercial, light industry, transport and religious land uses. The phenomena of chaotic land use mix deserve special attention in any future regional and master plan scheme of Lagos. Also, existing commercial places especially markets mainly under local government administration in the city area being expanded without due compliance with appropriate planning regulations such as car park requirement, set-backs among others. Existing industrial premises are characterized by sealed up factories, factories being converted to mere warehouses and to religious worship centres especially churches. The few operating factories are not operating at full capacity. The implication of this is that there has not been remarkable industrial land expansion in the city.

Road network in Lagos can be classified into three broad types namely the expressways, major arterial roads and other roads which serve as access and collector roads. Existing express roads are Ikorodu Road, Western Avenue-Agege Motor Road-Abekuta Express Road and Apapa-Oshodi-Oworonsoki Express Road. The complex network of bridges on the Lagos Lagoon connect various parts of the Island to the mainland with the most important line being Eko Bridge which connects the Apongbon end of the Island to Apapa, Ijora and Surulere. The carter Bridge links the commercial core of Idumota on the Island to Oyingbo in the mainland with a length of about 11/2 kilometre. The Third Mainland Bridge completed in 1991, is about 10 kilometres long. It is reputed to be the longest bridge in Africa. It links the Oworonsoki end of the mainland to various parts of the Island of Ikoyi, Victoria and Lagos Islands. The Lagos-Ibadan Expressway is in the

northern boundary of the metropolis. It serves as the major link of vehicular traffic out of Lagos to other parts of the country. Two airports serve Lagos, Murtala Muhammed Local and international airports with both of them located at Ikeja the capital of Lagos State. Also two major seaports serve Lagos. They are the Apapa Wharf and the Tin Can Island Port. They are both linked with the Apapa-Oshodi Expressway.

Existing parks and open spaces can be found along Lagos Marina which has been blighted by the construction of hard concrete fly-overs. The beaches of Bar Beach, Lekki, Badagry are areas that should be improved. A few recreation grounds and local parks have been developed in recent times by private clubs, social and non-governmental organizations and many private residential estate developers. These renewed efforts should be sustained through sincere government facilitation effort. There is a renewed effort by the current government to improve the landscape qualities of Lagos which has commenced with area wide planting, paving and placement of landmarks and sculptures in strategic locations within the city.

7.1 ENVIRONMENTAL, SOCIAL AND ETHNIC COMPOSITION CHALLENGES IN LAGOS

Physical and environmental challenges in Lagos include conflicting land uses such as the infiltration of commercial land uses on housing as the case in Festac town; compete succession on Allen Avenue and Awolowo roads; poor aesthetics and unsightly cityscape, high building density and high rate of building collapse and invasion of informal shanties in planned areas. Infrastructure problems include narrow and poorly constructed roads, mostly without provision for drainage, other environmental problems include traffic congestion, pollution (noise, atmospheric and water), flooding and ocean surge etc. these problems are particularly prevalent in areas that are inhabited by the poor. Due to the rapid population expansion and rapid urbanization being witnessed in the metropolis, more people, especially the poor inhabit ecologically vulnerable areas such as ijeh, Amukoko, Makoko amongst others. Atmospheric pollution is high in Olusosun and Ojota; Ajegunle and Orile are prone to flooding while building collapse is high Ketu, ebute Metta, Ajegunle and Orile. Although the Lagos State Public Health Bye law recommends a room occupancy rate of 2 persons per room, as at 2004, occupancy rates vary from 1.4 in low density Apapa to 3.6 in medium density Surulere and 8.0 in high density Mushin.

Prevalence of miscreants, crime and juvenile delinquency, ethnic clashes, high population density, political violence, public ignorance and apathy, environmental health crises are common. Environmental health crises are quite common in low income areas. High incidence of sexually transmitted disease were recorded in the low income settlements of Ipodo-Ikeja and Tolu-Ajogunle (Nwokoro and Okusipe, 2002).

Environmental management challenges include legislative bottlenecks, technical inadequacies and lack of appropriate manpower, lack of public participation and corruption, Furthermore, the loopholes in the Lagos Use act of 19878 are yet to be revised, close to three decades later; selective implementation of the Urban and Regional Planning Land of 1992, paucity of qualified officers on the field and the inability of government to remunerate workers adequately. Community participation is also not fully implemented. Planing is still basically “for the people”, rather than being “with the people”. There is an overlap of functions and activities by all levels of governments and consequently, friction, conflicts and waste of public funds.

Mabogunje (1968) also notes that the diversity of ethnic composition of Lagos favoured massive immigration into the city. Odumosu (1999) notes that of the estimated 9 million population of the city the Yoruba migrants from south-western Nigeria account for 61.31% while the other ethnic groups in Nigeria constitute 20.96%. People of other West African countries such as Ghana, Sierra-Leon, Liberia, Beninm Cameroon and other African countries also reside in Lagos. Citizens of European origin, Russians, Americans, Germans, Japanese, Indians, and Lebanese among others also seek residence in Lagos. Ethnic enclaves had developed in Lagos prior to national independence in 1960. These areas have retained their identities and have grown to be influential in the structure of the city politics, religion and social settling compositions.

It was also discovered that in some of the core areas and high density neighbourhoods problems of land titling and tenure are evident. Most dwellers here are actually squatters and they have settled in these areas for over five decades. Government being aware of this is reluctant to provide basic technical and social infrastructure in some of these areas as a way to discourage people from consolidating their false tenure.

Therefore many of these areas have deteriorated into terrible slums and major urban renewals of total clearance might be required. In addition many of these slums are within water catchments areas. This further complicates development as most of the dwellers are unable to muster the resources to develop such a difficult terrain to the standard approved by planning law.

Based on its high urbanization rates and dense population, the poverty level in the Lagos Metropolis is quite high. UNDP (2003) estimates that 51% of men and 54% of women resident in Lagos live below the poverty line. Lagos is simply the biggest node in the shantytown corridor of 70 million people that stretches from Abidjan to Ibadan: probably the biggest continuous footprint of urban poverty on earth, (Davis, 2006). The urban scattered around the city and are predominantly engaged in informal economic activities which encompass a wide range of small-scale, largely self employment activities.

8 RECOMMENDATIONS

despite all the problem of Lagos, the city remains the commercial hub of Nigeria and the West Africa sub-region. This places a lot of burden on her as a pace-setter on which other urban dwellers from cities across West Africa will be looking up to as a role model. The population of the city appears to be a burden on her but this can be turned into an asset. Unfortunately for the city with relatively low standard of living, significant illiteracy level, low income, apathy unsightly environment, high proportion of blighted areas, squatter settlements and slums, unorganized commercial areas and invasion by the informal sector syndrome, just emerging acceptable public road transport system, poor and erratic power supply, poor sanitation, poor social services, poor water supply and lack of organized open and recreational spaces it will be an uphill task for any attempt to prop-up and brand the city for global acceptability. Despite this difficulties, the need to brand the city for global acceptable level is inevitable. If this is not done the city might be hopelessly left behind in the global city survival race. This will not only negatively affect Nigeria but the whole of the West Africa. Therefore deliberate attempts are required to improve the image and enhance the city potential to contribute meaningfully to regained development.

To achieve this, the regional paper is recommending major regeneration strategies as means of rebranding Lagos to acceptable global reconning. This will not only be achieved through improvement of public and private neighbourhoods, it will involve a whole lot of socio-economic, legal and environmental strategies as all these are interrelated for any meaningful physical sustainable upgrading to be achieved.

Specifically areas of focus through which Lagos could be branded to give it leverage to an acceptable global level are outlined and discussed below:

- Sustainable political will
- Creation of unique brand logo
- Data acquisition
- Establishment of City Branding Management Agency
- Massive Urban Regeneration
- Public Enlightenment on planning standards and urban design
- Consensus building with the public on areas of priorities
- Land titling and access to land.
- Investment on modern infrastructure (commercial areas, electricity, water transports, road transport, rail transport, telecommunication and flood control and waste management system
- Reorganisation of the informal sector.
- Event marketing
- Creation of conducive business climate.
- Co-branding (city-product-service niche)
- Security to life and properties.
- Rule of law and political stability.

- Funding

As stated earlier, any effort to improve the quality and physical image of the city can only be achieved intergrated and through due consideration to the social, economic, legal and the quality of information available. The method of packaging and presentation of the end product to the world is also of strategic importance. It is on this note that this paper discusses other areas that should be exploited in order to make far reaching progress in up-grading the profile of Lagos at the global level.

First is the need to sustain the current political will of the government. In the history of Lagos, there has not been any government regime that has gone this far towards the beatification of Lagos than the current government which came into power about two years ago. Within the last two years remarkable achievement has been recorded in uplifting the physical quality of Lagos through landscaping, city beautification, road rehabilitation and neighbourhood upgrading through road and drainage improvement. Therefore there is need to enact laws that will make it mandatory for the current and subsequent government regimes to continue the face lifting exercise of the physical image of Lagos. This could involve the establishment of Lagos City Beautification Agency with specific mandatory responsibilities.

The need for the creation of a logo that will encompass the new vision of Lagos is necessary. This will present Lagos to the world like any tangible product that could be purchased. The launching of the logo should be during a major international event possibly schedule to take place in Lagos. The forthcoming FIFA Youth football competition in Nigeria is such an opportunity during which Lagos can be branding with a logo as an event and investment destination to the whole world and this should be sustained through annual hosting of events of similar status. Hosting of such logo on popular websites in the internet, advertisement of the logo on global television and radio stations, newspapers, magazines, airlines and similar high mileage media will go a long way to present Lagos as an investment destination, thus enhancing the city revenue drive from which revenue required for regeneration can be realised.

Currently, the city database is very weak and most often the data available are not reliable. Therefore there is urgent need for current data acquisition as no meaningful solution can be profer without through analysis of appropriate and reliable data. This is one of the major weaknesses of the city as most current efforts are based on the experiences of consultants and government agencies. The complexities of the variables influencing the city growth and potentials cannot be resolved through mere personal experiences. The need for appropriate data cannot be overemphasized. Such data should be developed from basic observation units at the level of neighbourhood, wards, local government to the city wide level.

The need for specific agency to undertake the rebranding project of Lagos will be required. This can be in form of the establishment of specific agency whose sole responsibility will be the rebranding and execution of projects that will positively sell Lagos to the world an investment and event friendly city. This agency will be in charge of city beautification, mobilization of resources required for such exercises, encourage organizations to support events that will draw people from other parts of the world to Lagos. Such events could include sports cultural activities, trade fair, beauty pogents, conferences, music entertainment and home video soaps..

The physical outlook of Lagos and level of infrastructure are of utmost importance for the city to be able to compete with other cities, therefore the need for sustainable city upgrading and regeneration is very important. Presently almost sixty percent of the population of Lagos are classified as slum dwellers (Lagos Megacity Report, 2006). Lagos slums can be classified into three types based on their geographical location and historical antecedents. They are slum located in central areas with high land values and commercial activities strength such as Lagos Island, Oshodi amongst others. The second category consist of land-based slums on maginal lands, with the largest numbers and the third group consist of water-based slums. Unfortunately many of the property owners on these slums, occupy such land on lease with no expiry date from their original land owners or are squatting on government land. Therefore there is need to provide these slum dwellers with secured land titles, so that they can have access to available financial instruments to upgrade their properties and pay appropriate property taxes to government which will be used to upgrade the slum conditions. To achieve this there is need for participatory planning strategy that will involve the people in determining the new layout of their areas, prioritization of infrastructure and services and their willingness to contribute to the cost of providing such facilities.

A major challenge at regeneration in Lagos will be the delimitation of areas designated as in dire need of regeneration which was officially 42 in 1984, by 2006 it has grown into 100. With the identification of areas where regeneration is urgently required, there is need for public enlightenment in the planning process, planning standards and acceptable urban design standards, thus a participatory approach involving the stakeholders should be the model to be adopted. However, reasonable the approach adopted, there will be need for financial resources for all stakeholders to contribute. Since the people are majorly in the poor income bracket, there is need to organise financial instruments that can easily be accessible by the slum land owners in which the land itself can serve as collateral and building to be constructed on such land should be able to pay the mortgage loan. This leads to the need to rezone lands in slums so that they can accommodate more dwelling units in order to be able to realise enough money to pay the mortgage loan used to rebuild or improve such properties. Also land owners in blighted areas and slums should be enlightened and encouraged to patronize property developers as they have more skillful in property project packing and management.

In a development involving regeneration a variety of interrelated issues will be involved and many of them will be of priority, therefore there will be need to streamline these priority and this can be successfully done through consensus building with the public on areas of priorities so that all parties will be carried along and fulfilled during the course of executing the regeneration scheme.

The need for regularization of land titles and make access to land less cumbersome as this is very important because land and secured title are required for any meaningful development. The current level of infrastructure in Lagos is far below acceptable standard in visually all areas of infrastructure ranging from social and technical infrastructure. Formal market areas in Lagos are not properly organised and majority of them developed organically due to the central and nodal positions of them. The condition of these markets are complicated due to the emergency of the informal market stands, thus they exhibit high level of degeneration unsightly landscape, conflicting activities, pollution and spots where miscreants used as their base to launch their negative operations. There is urgent need to organise Lagos formal and informal markets and trading streets to fit into the cityscape.

Conclusive business climate should be created to encourage investors especially foreigners. This should include the improvement and sustainability of the current security system. The policy of government on industrialization and business activities should be stable and transparent. This should also involve the adherent to the rule of law and political stability.

The population of about 18 million strength of Lagos could be turned into an asset as this will provide a pool of patron to major global events in the city. Efforts should be made to stage events that will attract global attention to Lagos. Such events could be sports, cultural festivals, conference amongst others. Successful hosting of such events in Lagos will leverage the city among cities with pedigree to host the world, thus presenting Lagos as a peaceful, pleasant and economically vibrant city with sound infrastructure.

When all these are put in place, there will be further need to co-brand the city with specific service or product for which Lagos will carve a niche for itself. To achieve this emphasis should be on quality, reasonable cost, timely and efficient delivery of such services or products.

The role of funding cannot be overemphasized, therefore there is need to put in place alternative funding windows. This could range from full funding of projects, events etc by government and her agencies and various project delivery methods which could include the Build-Operate and transfer methods, Build-Own-Operate method, accessing funds from the capital market, bond and debt instruments, funds from bilateral and multilateral development agencies amongst others. Many land based development funding strategies can be employed especially in infrastructure development through developers exaction and value capture through unlocking the hidden values of government acquired unused and dormant lands in the city.

Urban regeneration opportunities and rewards to investors in Lagos is quite abundant as over 60% of Lagos built-up areas is slighted, and more than 100 locations are due for regeneration, all road interchanges loops are currently occupied with illegal and informal markets while all major road setbacks have been turned into commercial corridors. To clean up these locations will require innovative, financially rewarding development strategies.

However, the need for urgent city-wide regeneration of Lagos as established in this paper will require well organised setting, based on skill and ethical issues. For this to be achieved this paper suggests the need for

formal registration of interested corporate outfits with the Corporate Affairs Commission as limited liability companies with urban regeneration as their sole activity. The activities of such companies should also be guided through the formation of urban regeneration association, with specific requirements to be fulfilled by members and companies involved in urban regeneration. Also there is need to commence formal training at higher institutions of learning in Nigeria to train people on urban regeneration especially at schools such as University of Lagos, Lagos State University, Yaba College of Technology and Lagos State Polytechnic all located in Lagos.

9 CONCLUSION

This paper central theme is on the need to rebrand Lagos in the face of her dwindling fortunes. Though this is a global phenomena but the stiff competition among cities as they are regional status symbols and yardsticks for measurement of success and failures of regions in which they are located call for greater research into how cities can repackage themselves to be able to serve this role civilization bestowed on them. Lagos rank among the first three Africa cities in terms of her population. Despite this the city ironically is the most well developed in terms of infrastructure in Nigeria but its standard of living is very low when viewed from the global level. As revealed in this paper, the globalisation concept has opened up the national and continents borders, whereby places are now measured with the global scale Lagos as at the very low rank, in terms of her economic, social, infrastructure and other standard of living and environmental quality indicators Among world twenty sixth megacities in terms of population, where, Egypt also ranked ninth. All these raises a lot of question begging for answers, this paper highlighted the social-economic, physical, environmental, cultural and political problems confronting Lagos and it is upon these that the paper present the need for rebranding Lagos through regeneration as this appears to be a possible means through which the city could improve the physical structure while it will also be made attractive for the global positioning contest.

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