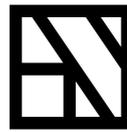


BUSINESS REPORT



SHREWSBURY
BUSINESS
IMPROVEMENT
DISTRICT

OCTOBER - DECEMBER 2015

Quarter three has seen significant progress made against your priorities for the town. Shrewsbury BID is **actively supporting the debate about the future of the Quarry Swimming Pool** and using your feedback formal representations were made and public meetings were joined. **A new map** has been created to help visitors navigate the streets and find areas of interest. Christmas saw **six weeks of town-focussed PR, marketing and snow-themed activity**- starting in November with the 'Snowsbury' stunt. Shrewsbury BID also received **accreditation from British BIDs**, which is a much coveted industry management standard and national **Purple Flag status**, highlighting the vibrancy and management of Shrewsbury's evening economy and night offer.

Direction & Drive



The future of Quarry Swimming Pool

Shrewsbury BID supported and presented at a **consultation** and promoted the **town centre march** through PR. We have co-ordinated an **open letter of 10 business and community organisations** supporting the pool staying in the town centre was co-ordinated. Shropshire Council's announcement that more time and research is needed before a decision can be made was welcomed and Shrewsbury BID will continue to use the time to make the case for progressing a town centre option.



Marketing Highlights

Sponsored light
switch-on event

126 pieces of
press coverage

44,115
You Tube hits for new
Christmas video

111,023
people heard
Shrewsbury **8** times
on Free Radio.

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Marketing, Profile And Promotion

Christmas Campaign Round Up

Snowsbery

Christmas launched with a stunt to rename the town 'Snowsbery'. Branded street signs appeared across town and at the Train Station and **#snowsbery** was adopted on social media channels.



Lights Switch-On

Shrewsbury BID sponsored lights switch-on and **worked closely with Town Council in the planning of the event**, which was hailed one of the busiest yet. Late night shopping at the Market Hall, Eat Street at St Alkmund's and the Shopping Centre's Lantern Parade all proved popular and along with new safety measures, helped disperse crowds.



Christmas Advertising Campaign

'The Tale of the Shrew' Christmas advertising campaign ran on **Free Radio for four weeks**. 140 commercials were aired and **111,023** people heard Shrewsbury **8** times.

Christmas Magazine

70,000, 28 page Christmas magazines featuring 334 businesses and events were delivered across Shropshire, as well as parts of Telford, Wolverhampton and Chester.



Event Postcards

7,000 event postcards were handed out to visitors by cheery stilt walkers in festive dress on busy weekends.



Christmas Video

The 2015 Christmas video was a snow-filled snapshot of the Christmas Lights Switch-On, Shrewsbury's well-known streets and festive events. The **video had more 44,000 hits on YouTube**.

Snowglobe

Photos were given out to the 165 groups and 370 individuals who ventured into the **free Snowglobe Experience** on 5th and 6th December.



Access & Car Parking



New Map Launched

Shrewsbury BID's new street map, developed as part of a new town-wide wayfinding system, launched in Shrewsbury Tourism Association's 2016 town map. The new map highlights more retail, food, drink, leisure and landmark locations for visitors to explore.



Next Stages For Wayfinding

Now the new map has been designed, **development starts on the planning of a broader mapping system**, including totem design and development, prototyping and consumer testing of mapping proposals.



Parking offers and flood alternatives

Free parking continued for late night Christmas shoppers on Wednesday nights in Frankwell Main, St. Julian's Friars and Abbey Foregate car parks. When car parks flooded, Shrewsbury BID successfully **negotiated alternative car parks for shoppers** to use.



Park & Ride Services

Park and Ride bus changes feedback has been collated; Shrewsbury BID will be raising Park and Ride service provision with Shropshire Council and Arriva representatives.

Backing Business

Purple Flag Award

Shrewsbury BID helped secure official **'Purple Flag' status for the town** centre from Association of Town and City Centre Management. The nationally recognised award, saw assessors from around the country recognise



Shrewsbury as being co-ordinated safe and secure during the evening and night time, with a mix of well-managed independent and national bars and restaurants.

News Updates

8 email newsletters sent to businesses with news on flooding, gas works, car parking and Quarry Swimming Pool.

3 footfall updates issued.

2 email newsletters sent to hundreds of consumers who signed up to the Original Shrewsbury database via our website or at events. The monthly e bulletins are designed to promote the town and forthcoming events.

Footfall Increase

Overall **averages for footfall for the quarter were up 1.8%** which was higher than the regional decrease of -0.1% and the national decrease of -1.8%.

Cost Saving Service

Found **£76,214** of savings across **29** businesses on utilities. **5** businesses are benefiting from exclusive NCP car parking offer.

Have Your Say

Future proofing a Healthy Shrewsbury town centre: Why the Quarry Swimming Pool Matters - Thursday 4th February, University Centre Shrewsbury, Guildhall, 6.30pm

Shrewsbury Integrated Transport Package- BID members' consultation drop in - Thursday 12th February, 5.30 - 7pm, Darwin Shopping Centre, upper-level unit, opposite the rear entrance to M&S (next to Yours)

Meet and feed back to Shrewsbury BID's Board and Team - March and April

BID Accreditation

In November Shrewsbury BID was awarded **prestigious industry-led** accreditation from British BIDs, a professional body focused on representation and development of BIDs in the UK. Shrewsbury BID was recognised for being a well-run organisation that delivers real value and benefits to its members.



Progress in Figures

	Q3 2014	Q3 2015
Website sessions	19,282	36,044
Social media channels	3,040	6,796
Christmas video hits	19,782	44,115
Pieces of press coverage	92	126
Circulation of press coverage	3,700,791	4,834,160
Visitors to sites showing coverage	1.5 million	6.5 million

Coming Up ...

- Launch of waste and recycling tariff
- New, parking payment machines to be installed in Raven Meadows by Shropshire Council in the Spring; discussions continue regarding operational hours and user experience. New payment systems also provide opportunities for improvements in other town centre car parks
- Making representations to Shropshire Council and Arriva for improvement on Park and Ride buses at key and peak times
- More marketing activity, press trips and events to continue the concerted drive to profile the town locally and regionally
- Working with a town centre signage business to update street and business listings signs on shuts and passages