

6 MONTH INTERIM REPORT

april-september 2016



SHREWSBURY
BUSINESS
IMPROVEMENT
DISTRICT

MARKETING AND PR

We are delivering year-round promotion and marketing activity to profile Shrewsbury and its offer regionally and nationally to drive spend and footfall. We aim to reach people through positive PR and press activity, printed materials, digital profile and radio campaigns.

6 MONTHS ACTIVITY

16

press releases to promote the town and it's activity

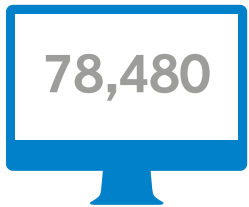
97 

articles published locally, nationally & regionally



80,000

little books of Shrewsbury shared in Welshpool, Wirral, Cheshire, Solihull and Birmingham



WEBSITE SESSIONS

11,705



social media friends including twitter & facebook



12

'Visit Shrewsbury' bulletins each reaching 1,000+

4

PRESS TRIPS

15

independents gathered to promote independents day



SHOWCASING SUMMER IN SHREWSBURY 2016

10,000

events flyers sent out with Shrewsbury Flower Show programmes to promote repeat visits to town



10,000

event postcards distributed locally to showcase town's events programme



3,000

views for events video to promote destination during Spring/Summer



PR and social media support given to Shrewsbury's first real ale trail with 14 businesses taking part.

EVENT WEEKENDS



7

Free Radio stars and two flower pot men gave away...



5,000

Little Books of Shopping and maps to help people explore town

ACCESS & PARKING

CAR PARK IMPROVEMENTS

Improvements have been made at Ravens Meadow multi-storey car park with the installation of new payment machines, barriers and Automatic Number Plate Recognition (ANPR). Shropshire Council has also introduced pay-by-phone cashless payment technology in Bridge Street, St Austin's Street, The Tannery, and Frankwell main car park.

£1 SUNDAY PARKING CAMPAIGN

20 adverts on Telford buses over 4 weeks

3 street banners in the town centre

6 outdoor advertising spaces in Telford, Wrexham and Chester

1 Staffordshire Living advert in July/August to promote Shrewsbury

SUNDAY FOOTFALL



UP 5% YEAR ON YEAR

BIG SUNDAY DAY OUT WITH FREE RADIO

48,845
people heard about Shrewsbury across Shropshire



3,728
video views with high profile presenters



389
competition entries, 192 opt-ins to win a Shrewsbury day out prize



VICTORIA QUAY ENHANCEMENTS

In July we improved the appearance of Victoria Quay by organising for railings to be painted and trees to be cut back and pruned.

BACKING BUSINESS

Working together and through our collective influence, we are delivering initiatives that save you time, resource and money. Focus has been on cash savings on utilities and business costs, information sharing through networks and forums, and free staff workshops on topics requested by you.

164

businesses met with to discuss the town, projects, ideas and Shrewsbury BID

£5k

saved for nine businesses through cost saving benefits



60



businesses benefitting from exclusive waste and recycling tariffs negotiated with Veolia

STAFF WORKSHOPS

6

FREE workshops held to date, including First Aid and basic HR advice

31

employees from

14

businesses attended

SHREWSBURY WATCH SET UP

43

PUBWATCH MEMBERS



1

NEW PUBWATCH CHAIR



new 'Try before you Buy' for Pubwatch's Radio Link Scheme introduced



DISC introduced for information sharing digitally, saving time and resource

DIRECTION & DRIVE

We are using our collective voice to lobby for issues that matter to you. We have continued to focus on the Quarry Swimming Pool location and made representations on the Shrewsbury Integrated Transport Package.

SWIMMING POOL UPDATE

Shrewsbury BID, Quarry Swimming and Fitness Forum and the Town Council will be working to find ways to respond to Shropshire Council's Terms of Reference to develop a business case for the Pool over the next 12 months.



FOOTFALL NEWS

Shrewsbury

Q2 against Q1



5.2%

Q3 against Q2



1.3%

COMING UP

- Christmas Campaign - we will be sponsoring the lights switch-on, investing in advertising, marketing, radio promotion, promotional video and online to position Shrewsbury as a seasonal destination
- Wayfinding installation - a full roll-out of new wayfinding information products across the town centre in Spring 2017
- Launch of Future of Shrewsbury Network supporting up and coming professionals to meet businesses and peers outside the workplace
- Submission of the Purple Flag renewal, recognising our well-managed evening economy
- Kirsten Henly, Executive Director will be leaving her post in December and we will announce her replacement in due course