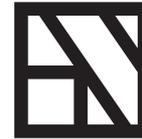


BUSINESS REPORT

OCTOBER – DECEMBER 2014



SHREWSBURY
BUSINESS
IMPROVEMENT
DISTRICT

The final three months of 2014 saw intense activity, delivering a creative Christmas campaign promoting the full extent of the town's offer in a new, joined-up way. Shrewsbury BID has been a voice for businesses on key issues, including working with the **new University** and **lobbying Shropshire Council** on town centre issues. **Footfall counters** will be installed in February to monitor visitor figures and compelling **car parking** incentives secured for 2015.

Marketing Highlights

3,050

fans and followers on social media channels

19,282

visits to originalshrewsbury.co.uk in three months

55,000

Christmas magazines distributed

Virgin Trains @VirginTrains - Dec 22
Take advantage of our new route to #VTShrewsbury and do your last bit of Christmas shopping goo.gf3iLCZe



16,037

hits on YouTube for Christmas video.

Access and Car Parking



New Sunday car parking incentive secured with Shropshire Council, starting 18th January to Easter Bank Holiday Weekend. The **'See Shrewsbury on Sunday'** deal means visitors pay for just one hour of parking.

Park all day and only pay for one hour

The cost of Sunday parking will be as low as **60p for the day** in long stay car parks.

Mobile and Loyalty Card Launch



2,500 Original Shrewsbury loyalty cards distributed to maximise access to town centre discounts and promotions for businesses. **InfoBeetle** app launched for Shrewsbury, **1,600** downloaded to date.

Installation of Footfall Cameras

Installation of footfall cameras in February will provide accurate insight into retail traffic levels and patterns across the town centre. Data will be shared with businesses.



Direction and Drive



Lobbying Shropshire Council to keep the Quarry Swimming Pool in the town centre.

Working with University Centre Shrewsbury on how to market the benefits of the new centre to the town and its businesses.

Contact Us: **Kirsten Henly** E: kirsten@shrewsburybid.co.uk
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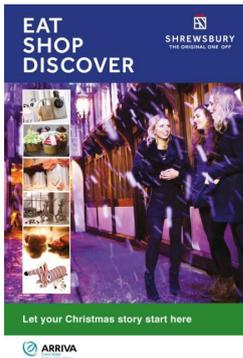
See over for full marketing report

Marketing, Profile And Promotion

2014 saw delivery of a creative Christmas campaign full of storytelling, festive treats and seasonal experiences. The town was showcased through two minute video, the distribution of 55,000 Christmas magazines and bus and train station advertising. Support was given to the lights switch-on event with sponsorship of new festive lights and marketing activity. Christmas themed lighting shows added to Shrewsbury's late night shopping and leisure experience.

Profile on the Platform

Shrewsbury secured free advertising space at train stations and car parks across Shropshire, Wales and the West Midlands.



Christmas Magazine

A newly created Christmas magazine captured the magic of Shrewsbury's Christmas story, giving profile to businesses and highlighting places to eat, shop and discover.

55,000 copies were delivered directly to homes in Shrewsbury postcodes and the town centre.



Marketing Activity

Marketing activity supported independents on Small Business Saturday in November. Businesses profiled through full page advertorials in Shropshire Star, social media activity and town centre trail.



Christmas Video

Our second film created with Painted Life Productions captured the magic of Shrewsbury's unique seasonal offer through a series of 'will they, won't they' close encounters between a young couple. The film was revealed on the front of the Museum and Art Gallery at the Christmas Cracker Lights Switch-On.



Media Headlines

92 pieces of local and regional coverage generated.

Three press trips were secured with national and regional journalists.

Light Shows

Stunning visual displays projected onto buildings across town on Wednesday nights leading up to Christmas to add to the visitor experience.



Shrewsbury Gets Social

f 1,542 **1,508** **15,805**

Facebook fans for Original Shrewsbury

Twitter followers for @OriginalShrews

people reached and 1,253 people engaged through social media competitions promoting the town and its businesses

 Profile for Shrewsbury on Pinterest

Coming Up ...

- Cost saving initiatives for businesses including discounted car parking season tickets
- Launch of promotional campaign for Shrewsbury events season highlighting its diverse offer and economic impact
- Shrewsbury BID annual meeting planned for April- look out for further information.