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PHASE 1. ECONOMIC RESILIENCE - QUICK WINS TO PROMOTE THE TOWN CENTRE SHOPPING OFFER –											October	November	December
Activity	Rational	Who	Budget	April	May	June	July	August	September	October	November	December	
BUSINESS SUPPORT													
Sponsorship of FSB offer Beyond the town Centre Details TBC	Increase sign up to business support. Improve viability of businesses	FSB & LLTC	LLTC £3000 = 60 small businesses supported	Contact was made on 16/04 and subsequently followed up with CBC colleagues in the Place and Communities Directorate. LLTC do not hold details of businesses yet CBC is likely to have access to such data. FSB’s approach relies on having this access. It was mooted that we could work collaboratively pool financial recourses to widen the offer. <i>CBC considered the option and declined.</i> This idea was added to Committee’s report to ensure we could explore and progress the opportunity. It was not anticipated that it would be LLTC’s prime focus for work - unlike project elements below which could be actioned directly.									
SHOPS ACTIVITIES				April	May	June	July	August	September	October	November	December	
Pictorial promotion of Town Centre. Using existing image library Campaign - social media platforms.	Remind customers of the Town centre offer. ‘Looking forward to welcoming you back into town.’	LLTC	Officer time	Prep & start to deliver.	Prep & start to deliver.	Ongoing – The new logo was used in social media video campaign that positively celebrated the Town Centre and its importance with an encouraging message to continue shopping locally. The #KeepingItLocalLB hashtag is being used extensively. ‘Keeping’ being a positive doing word as opposed to an instruction to ‘keep’ it local. We are exploring doing a second video that will engage our retailers in celebrating local shops, etc. - early stage thus far. Delivery will be for the Christmas season - possibly linking to Small Business Saturday, (TBC)							

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<p>Show variety of shops, market traders</p>						<p>A volunteer updated the Town Centre Shops and Services, Map and Directory in February this year. Following this, an electronic version was circulated via social media in time with the reopening of the Town Centre businesses in early June.</p> <p>It remained an electronic version initially to allow updates in anticipation of changes because of the pandemic. Printed versions are now available and being distributed.</p>
<p>Town shopping adverts Campaign - Buses, newspapers & local magazines, etc.</p>	<p>Remind customers of the Town centre offer.</p> <p>‘Looking forward to welcoming you back into town. – and other messages TBC</p>	<p>LLTC</p>	<p>£2000</p> <p>e.g. Bus rear: 5x buses for 4wks @circa £800.</p>	<p>Prep and securing of space / timescales</p>	<p>Prep and securing of space / timescales</p>	<p>Banners promoting that the Town Centre is ‘Open for Business’ went up at the beginning of July to encourage ongoing visits and reduce misunderstandings that the High Street’s temporarily closure didn’t mean the Town Centre businesses were shut.</p> <p>A Bus advert was launched on: 01/08/20 for 12 weeks – 23/10/20.</p> <p>The ‘Focus On’ element of the Council’s About Town newsletter continues to highlight areas of the town. The articles are voluntarily written for us by a Town Centre business owner. The Focus On collection of articles will be promoted further on social media platforms.</p>
<p>Town Centre Logo</p>	<p>Create a familiar image of association with LB Town Centre.</p> <p>One colour print is cost effective.</p>	<p>LLTC – in house.</p> <p>Shared with partners for buy-in and sign-off.</p>	<p>£200 – using a local designer</p>	<p>Prep for launch</p>		<p>The new Town Centre logo was launched in early June - Partners have confirmed they like and support the purpose of the logo (Federation of Small Businesses regional representative and L B First).</p> <p>A branding kit was created and shared via our website and social media communications. It included downloadable posters and templates. So far, initial feedback from businesses is that they like the logo and some are beginning to utilise it when promoting their businesses.</p>

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						Bee Local published a spread about the Town Centre Logo in support of the work. .			
<p>Shopping vouchers - independent shops & market.</p> <p>Receive via competition entry.</p> <p>LB First, FSB (Special Interest Grp) & LLTC Market</p>	<p>Engage customers.</p> <p>Get customers into town and shops / market.</p> <p>Encourage shops to buy-in, accept vouchers and promote the competition and themselves by doing so.</p>	<p>LLTC</p> <p>LB First, FSB (Special Interest Grp) & LLTC Market</p>	<p>£1,000</p> <p>Voucher value £20 = 50 customers.</p> <p>(N.B. time frame on spend to be given & some may never be redeemed)</p>	<p>Prep</p> <p>Scheme mechanisms, etc.</p>	<p>Prep</p> <p>Secure buy-in from shops and market traders</p>	<p>Business contacted during June/July.</p> <p>August launch date, recipients of vouchers receive them in September and the spend deadline 31 October 2020.</p> <p>Applicants for winning a voucher will be asked to post a picture of their favourite shop and say why it is their favourite. This gives the Council further copy for future promotions. Once consent is secured from the applicants, we can use these quotes which will be unique and directly form a customer perspective to continue to promote the Town centre businesses.</p>			
<p>Children's shop front trail - shops to display a picture/item to be discovered to answer a clue.</p>	<p>Bring people into the town, remind them of all the shops and all areas inc. mews and alley ways.</p>	<p>LLTC or Sponsor?</p>	<p>£500 - approx.</p> <p>Purchase items & printing of promotional info.</p>			<p>In planning stage – Event Team lead.</p> <p>The creation of a trail to fit in with the October school half term and encourage movement around the shopping area.</p>			

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<p>Best shop window display.</p> <p>Theme TBC - could be summertime</p>	<p>Attract attention to the Town’s shops – come and see message.</p> <p>Public vote or Mayoral judging?</p> <p>Cash prize - enticement for shops to do this when previous invites have received limited buy-in.</p>	<p>LLTC or Sponsor?</p>	<p>£300 in total to include PR printing.</p> <p>£250 prize.</p> <p>1st £110 2nd £ 90 3rd £ 50 <u> </u> = £250</p> <p><i>And good PR for the winning business.</i></p>		<p>Prep</p>	<p>We have tested business interest in being engaged in the shop window display. Initial interest was positive.</p> <p>At the time of writing this report – we are at early stages of organising this.</p>						
<p>ITEMS</p>				<p>April</p>	<p>May</p>	<p>June</p>	<p>July</p>	<p>August</p>	<p>September</p>	<p>October</p>	<p>November</p>	<p>December</p>
<p>Cotton shopping bags.</p> <p>Use of new logo or list all the main</p>	<p>Shopper loyalty – sold at £2 each.</p> <p>Contribution to town’s defibrillators or In Bloom -?</p>	<p>TBC LLTC or Sponsor?</p>	<p>£1500 for 2000 bags, single colour e.g. 4imprintuk</p>	<p>Printing</p> <p>PR prep and set-up:</p>	<p>Ready to go depending on Gov updates</p>	<p>Shopping bags, 500 ordered, non-cotton. Promoted in August and first sold via a stall on the market on 11/08/20.</p> <p>Income raised goes to the Mayor’s Charities.</p> <p>We will see how well they are responded to prior to considering ordering more.</p>						

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shopping areas in own / have a town centre shopping logo	Passive promotion as people walk around. Spread of recognisable image association. Promote environmental benefits of re-use bags.			-To confirm outlets. -To promote the support purchase scheme.		The bags serve to provide passive promotion of the Town Centre, help engender pride and encourage people to shop locally. They are foldable. Reusable and are intentionally a handy bag to have on your person.
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