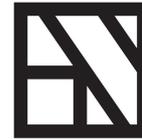


BUSINESS REPORT

APRIL - SEPTEMBER 2014



SHREWSBURY
BUSINESS
IMPROVEMENT
DISTRICT

The past six months have seen strong progress against the projects you prioritised: an invigorated profile for the town through exciting **marketing** already delivering results; successful **car parking** initiatives resulting in tangible footfall increases; **backing business** with timely reporting and the BID acting as a conduit for information; providing the **drive and direction** we promised, ensuring business has a place at the table with the Council on key issues

Access & Car Parking



Negotiated **two** free parking bank holiday weekends with Shropshire Council and private owners. The incentives for shoppers and visitors resulted in reported sales increases by some retailers and an uplift in year on year footfall of between **34% and 35%** in May and **14% and 24%** in August

Responded to parking consultation to ensure Shrewsbury is integral to national car parking policy debate

Direction & Drive



Working with Shrewsbury Sixth Form College on a **6 month research programme** to increase knowledge about visitors to Shrewsbury and provide data for the town's marketing strategy

The programme will form an accredited part of the students' A-Level course and provide valuable experience



More than £32,000 of additional income secured through voluntary contributions and for projects, equating to around 10% of levy income, representing enhanced value for money for businesses

Backing Business



Funding from Town Council granted for counters to help measure footfall and arm businesses with information

Initial meetings to progress ways of utilising the procurement power of the business community to reduce operating costs, including savings on utility bills and waste collection

Marketing

Highlights

New and original website created for the town centre

1,503

fans and followers on social media

23,000

Hits on YouTube

for summer video.

Global exposure achieved - tweets and articles shared in **Dublin, Toronto and New York**



Contact Us: **Kirsten Henly** E: kirsten@shrewsburybid.co.uk
T: **01743 358625** W: www.shrewsburybid.co.uk

See over for full marketing report

Marketing, Profile And Promotion

Creation of solid marketing foundations which are already raising the town's profile as an original and one-off place to live, work and visit

Key achievements include working with partners to create a new website featuring iconic new photography; promotional materials already attracting national media; a new interactive online community involved in the town and enhanced profile for the town

Flower Bombing

Flower Bombing brought Flower Show fever to the town centre with statues showered with flowers and the appearance of some original 'one off' garden benches. The stunt made front page news on the day the Show opened



Original Shrewsbury

The town was showcased at major events such as the Folk Festival and Shrewsbury Fields Forever. More than 14,000 festival goers were targeted with summer video screenings, summer guides, stunts and social media



Media Headlines

Shrewsbury BID press office is dedicated to securing coverage for the town and its businesses in local, regional and national media, generating talk and raising profile
20 press releases delivered 77 articles of coverage

Shrewsbury Gets Social

f 745 **t 758** **1,436**

Facebook fans for Original Shrewsbury

Twitter followers for @OriginalShrews

Engagement with 1,436 people through business competitions

Profile for Shrewsbury on Pinterest

Coming Up ...

- Launch of the Original Shrewsbury Christmas campaign to drive footfall and support businesses
- Better promotion of Shrewsbury at local and regional transport hubs including train lines and stations
- More car parking benefits and initiatives for businesses and people visiting the town

Marketing Strategy

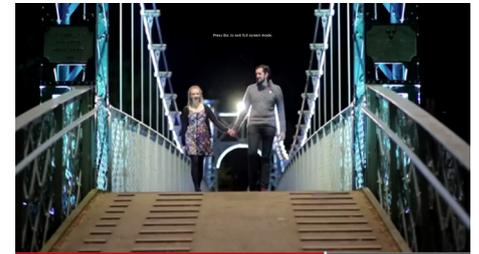
- Completion of a professional Marketing Strategy to lead all marketing activity and promote Shrewsbury as an original and one-off place to live, work and visit
- Leading a strong brand for the town



SHREWSBURY
THE ORIGINAL ONE-OFF

Summer in Shrewsbury

Summer in Shrewsbury video goes global with more than 23,000 hits on YouTube, tweets and articles promoting the town internationally

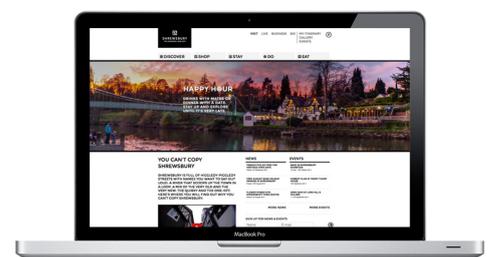


"This fabulous video sums up everything I love about living in #Shrewsbury love spotting my favourite places!"

Jennifer Meierhans, Shropshire Star

Website

Original Shrewsbury website launched with new photography, engaging content and one-off features that capture the spirit and originality of Shrewsbury



www.originalshrewsbury.co.uk