

BUSINESS NEWS

Stratforward Newsletter

Issue 9: 8 March 2016

WiFi Marketing Platform

As the numbers of people using town wide WiFi continues to grow we will shortly be in a position to offer BID Members the opportunity to promote their businesses via the marketing platform. In addition to regular newsletters that will include a round up of news about the town centre, information about events and other activities, we can also send out mailings that are specific to individual BID Members.

The marketing application enables us to identify audiences that fit a specific demographic profile, as specified by you and can even filter the target group down to the times and days that they usually visit the town centre. Additionally we can include a photograph in the mailing and this can take the form of a bar code or QR code; this facility will enable businesses to scan the codes when they are presented by customers that take advantage of their offer, thereby providing an accurate measure of the success of each promotion.

The PR & Marketing Working Group will shortly be developing the package of promotional opportunities available to BID Members and we will keep you informed as to progress. As soon as the parameters of the scheme have been drawn up all BID Members will be contacted with detailed information about the types and numbers of promotions that can be delivered to WiFi users.

An example of the type of offer that could be made is: 'for every coffee purchased before 9am receive a discounted cake'; in this instance we can filter WiFi users by the time they are usually in town and send out a mailing to the target group that are most likely to take advantage of the offer.

The purpose of the marketing platform is to drive customers into your business and also ensure you can measure the effectiveness of all marketing activity.

"If you are currently experiencing any problems whether it be relating to the general trading environment, the physical environment around your business premises or perhaps a security/begging or busking issue please ensure you contact the Stratforward office or report the problem to the Town Host team."

- Karen Wild. BID Manager

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TOWN CENTRE - PERFORMANCE DATA

Those of you with a keen attention to detail will have noticed an error in addition with last week's footfall figures, apologies! The actual weekly total last week should have read 126,589. As can be seen from the figures below there has been an increase in footfall during this last week with Saturday having shown a significant increase on the previous week of 18%.

In the past week we have seen an increase in the repeat visitors total indicating that greater numbers of local people were visiting the town centre in comparison to day visitors or tourists.

For visitors who have accessed the wifi since installation we are able to gather figures relating to the proportion of men to women. The gender split reveals that from Sunday to Thursday more men than women visited the town centre, the numbers of men to women on Friday were almost identical and on Saturday more women than men were recorded. Overall of those visitors that have come into town during the past week, for whom we have gender data, 51% were men and 49% were women.

Currently slightly more women than men have logged on to wifi. Men over the age of 45 have been more likely to log on than women of that age group; 33% of all male users have been over the age of 45, whilst the figure is 19% for woman over the age of 45. The most popular age range of women logging into wifi currently is 18—24 with 41% of all women logging on falling within that category.

We need your help! We would like to be able to report sales figures +/- previous year for independent retailers, national retailers, hospitality venues and hotels. If you are willing to help us with this and also if you are interested in becoming involved in the performance monitoring working group please contact the Stratforward office. Many thanks.

DAY	UNIQUE VISITORS	+/- Prior Week
SUNDAY 28th FEBRUARY	15,513	+ 5%
MONDAY 29th FEBRUARY	17,197	+ 5%
TUESDAY 1st MARCH	17,587	+ 0.4%
WEDNESDAY 2nd MARCH	17,452	- 4%
THURSDAY 3rd MARCH	18,734	- 3%
FRIDAY 4th MARCH	20,857	+ 4%
SATURDAY 5th MARCH	24,052	+ 18%

	Totals	+/- Prior
Weekly Total	131,392	+ 4%
Average Duration of visit	44 minutes	- 4%
Percentage New to repeat visitors	14% New	- 22 %
	86% Repeat	+ 5%
Busiest Time of Day	12 noon - 4pm	

Reminders!

Become a Dementia Friend - Don't forget to contact us to book yourself and your staff into the dementia friend's information session on Tuesday 15th March from 5.30 until 6.30 at Elizabeth House, Church Street, Stratford. This is a free session and places are limited so please contact the BID office if you would like to attend.

Email Addresses - Please ensure you contact the Stratforward office to provide us with the best email address and point of contact for your business.

Project Griffin Workshops - 6th April at Stratford Town Hall, 10am – 12 noon and an afternoon session, 1pm – 3pm. If you would like to attend one of these sessions please contact the Stratforward office to book your place, many thanks.



BID Member McKechnies Nominated In Coventry Telegraphs People's Choice Awards 2016

McKechnies, the independently owned café at 37 Rother Street, has been nominated in the Best Coffee Shop or Tea Room category of the Coventry Telegraph People's Choice Awards. The public vote opened on 4th March and will close at 9am on March 14th. The category winner will receive an advertising package to the value of £10,000 with the Coventry

Telegraph and McKechnies owner and director, Bethan McKechnie, would be thrilled if fellow BID Members could support their nomination by voting for them on the following link:-

<http://www.coventrytelegraph.net/whats-on/whats-on-news/coventry-telegraph-peoples-choice-awards-10979163>

Thank you! Good luck to McKechnies!

Promotional Literature - Fashion Show 16th March - Stratford Arts House

There is an opportunity for BID Members to display promotional leaflets and flyers at the forthcoming Stratford Fashion Show on the evening of 16th March. Any businesses interested in seizing the opportunity to promote their goods and services will need to deliver all leaflets and flyers to the Arts House on 16th March between midday and 3pm.

Please ensure you return to the Arts House the following morning, 17th March to collect any promotional material that remains - thank you!

Reporting Issues

If you are currently experiencing any problems whether it be relating to the general trading environment, the physical environment around your business premises or perhaps a security/begging or busking issue please ensure you contact the Stratford office or report the problem to the Town Host team.

Our team are on hand to support you and we will endeavour to resolve issues on your behalf or put you in touch with someone that can help.

Get Involved - Member Benefits Working Group

We are seeking more involvement from BID Members with the Member Benefits Working Group. This group is tasked with researching and delivering benefits and cost savings to BID Members, for many of our members the initiatives developed and delivered by this group have the potential to have a significant effect upon their bottom lines. The BID Discount Card scheme, NCP parking and discounted utilities fall within the remit of this group and we hope to be able to deliver significantly more opportunities to BID Members throughout the term of BID2. Please contact the Stratford office if you are willing to get involved and assist in driving forward the development of initiatives for this very important group - Thank you!

BID Member Spotlight



Langman's Dental Health Centre

Located in the heart of Stratford-upon-Avon at 28 Ely Street this family run practice is one of two owned by David and Anne-Louise Langman; their second practice is located in Wellesbourne. The couple met at University and have been looking after the dental health

of people in Stratford for more than 30 years. One of their 3 sons has followed in the family tradition and is a dental technician running the on-site dental laboratory; this facility has enabled the practice to offer denture repair services to the general public as well as their own patients with repairs often being conducted on the same day.

The Stratford practice was purpose built in 2013 and this facilitated the incorporation of state of the art facilities, everything being designed with patients in mind. Kate Hampton, Marketing Manager said "The way you feel about your smile affects your confidence and self-esteem so as well as routine dental care our team has vast experience in providing a full range of cosmetic treatments including composite (tooth coloured) fillings, crowns, veneers, tooth whitening, tooth straightening and dental implants. Our patients benefit from cutting edge technology and exceptional patient care from our highly qualified team. For example, we have made a significant investment in a Cone Beam CT Scanner/OPG x-ray machine and this provides us with high quality 3d images that facilitate concise and predictable treatment planning."

This family friendly practice encourages children to come along from an early age and run Children's Day's during the school holidays which include fun, interactive activities to help educate them into looking after their oral health.

The Practice has also raised over £1120 for the Stratford Cancer and Eye Hospital, Kate Hampton said "We would like to thank local businesses and patients for helping us to raise funds for this important charity".

The Practice is holding a free dental implant open day on Saturday 16th April from 10am - 4pm. Why not go along for an informal chat, drinks and nibbles and find out how dental implants can help if you or a family member have missing teeth or loose dentures. Everyone is welcome and discounts are also available off implant treatment. Call to secure a place on 01789 292460 or email enquiries@langmansdental.co.uk

Welcome to the ninth edition of our regular e-news bulletin. The BID member e-newsletter is circulated every Tuesday to ensure that you are kept fully updated about the work of Stratforward, opportunities available to BID members together with information about matters that affect the town centre and trading environment.

If you require any information or support please do not hesitate to contact a member of the Stratforward team. Best wishes, Karen

All information correct at time of publication.

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Give us a call for more information about our services and products

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