

# Agenda Item 12

**Meeting:** Southport Area Committee

**Date of Meeting:** 1<sup>st</sup> April 2009

**Title of Report:** Southport Retail Promotion and Marketing Campaign

**Report of:** Andy Wallis  
Director of  
Planning and Economic Regeneration

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This report contains	Yes	No
<b>CONFIDENTIAL</b> Information/		√
<b>EXEMPT</b> information by virtue of paragraph(s).....of Part 1 of Schedule 12A to the Local Government Act, 1972 (If information <u>is</u> marked exempt, the Public Interest Test must be applied and favour the exclusion of the information from the press and public).		√
Is the decision on this report <b>DELEGATED?</b>	√	

## **Purpose of Report**

To inform members of the details of the Retail Promotion and Marketing Campaign developed and launched for Southport.

## **Recommendation(s)**

It is recommended that members note the content of the report and provide any comments or feedback regarding the marketing campaign.

## **Corporate Objective Monitoring**

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1.	Creating a Learning Community		√	
2.	Creating Safe Communities	√		
3.	Jobs and Prosperity	√		
4.	Improving Health and Well-Being	√		
5.	Environmental Sustainability	√		
6.	Creating Inclusive Communities		√	
7.	Improving the Quality of Council Services and Strengthening local Democracy	√		
8.	Children and Young People		√	

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## **Financial Implications**

The cost of marketing and promotion campaign is partially met from the Southport Area Committee Budget.

<b><u>CAPITAL EXPENDITURE</u></b>	<b>2006/ 2007 £</b>	<b>2007/ 2008 £</b>	<b>2008/ 2009 £</b>	<b>2009/ 2010 £</b>
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<b><u>REVENUE IMPLICATIONS</u></b>				
Gross Increase in Revenue Expenditure	6250			
Funded by:				
Sefton funded Resources	5,250			
Funded from External Resources	1,000			
Does the External Funding have an expiry date? Y/N	When?			
How will the service be funded post expiry?				

## **Departments consulted in the preparation of this Report**

Legal and Finance Departments

## **List of background papers relied upon in the preparation of this Report**

Request for Southport Area Committee Budget Allocation 4<sup>th</sup> February 2009.

Cabinet Report 'Economic Downturn and Proposals for Action' dated 19<sup>th</sup> March 2009

## 1.0 Introduction

- 1.1 Nationally the rapidly deteriorating global economy and the continued difficulties businesses are facing in accessing credit will push the economy deeper into recession in 2009.
- 1.2 As a result, consumers worried about losing their jobs will be spending less, dampening household spending. The impact of which will be felt across all sectors of the economy.
- 1.3 There is evidence of this nationally and locally, including Southport.
- 1.4 Responding to this local evidence, Southport Business Enterprise (SBE), the town centre management partnership between Sefton Council and local businesses, organised a meeting on 27<sup>th</sup> January between key Town Centre retail and leisure managers, senior Council officers, Southport Councillors, Chamber of Commerce, the local press and other interested parties to identify practical short-term ideas to support retail trading in Southport during the current economic downturn.
- 1.5 This was followed by a meeting of senior Council officers and the Council's Chief Executive, and then by a further meeting of senior Council officers to ensure any initiatives were deliverable within Council's financial and regulatory constraints.
- 1.6 As a result of these meetings, a range of key issues and ideas were identified, and SBE was tasked with creating a marketing programme to deliver these ideas to improve trading.

## 2.0 Marketing Programme details

- 2.1 The underlying aims of the programme were to use parking initiatives, retail promotions, and other events, with the dual aims of keeping local residents shopping in Southport and attracting visitors/ shoppers from within about 90 minutes drive time of Southport.
- 2.2 The main elements of the campaign are:-
  - a) Free Park & Ride at weekends and during public holidays for 12 weeks. This will be heavily promoted by Sefton Council, SBE and its local media partners along with other aspects of the "I Love Southport" campaign. (The Cabinet at its meeting on 19<sup>th</sup> March 2009 approved a range of measures, including free park and ride services in Southport).
  - b) "I Love Southport" loyalty scheme. To be eligible for £1,000 prize, customer must attach 5 receipts of at least £25 each from five different local participating stores in the scheme folder, correctly answer a question, and submit folder to SBE, or several other locations such as

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the Tourism Information Centre. This will run concurrently with the free Park & Ride services. The £1000 prize for this scheme is funded by the 40 participating retailers, who are each contributing £25.

c) "I Love Southport" campaign, featuring local residents, visitors, celebrities in local media saying why they like Southport. This will be a recurring theme throughout the campaign.

d) High-profile advertorial campaign in media covering areas about 90minutes drive-time from Southport. This requires significant prize contributions from retailers, hotels, and restaurants to be effective. These businesses are contributing to this part of the campaign.

e) Put attractive murals and displays in vacant shops windows. SBE is working with estate agents and landlords who are willing to participate in this scheme.

2.3 The above programme aims to encourage local shopper loyalty and also attract visitors from out side our catchment area. In addition to the above, the "Shop Local" joint campaign by our partners, Sefton Chamber of Commerce and Southport Visitor continues to provide another influence to retain local shoppers' loyalty.

## 3.0 Marketing Programme Costs

3.1 To date SBE has incurred the following costs.

<b>Description</b>	<b>Cost</b>
40,000 "I Love Southport" loyalty scheme leaflets	£ 1050
30,000 "I Love Southport" button badges	£ 1939
20,000 Window stickers	£ 1151
35,000 Lapel stickers	£ 410
<b>Total expenditure to date</b>	<b>£ 4550</b>
Total Area Committee allocation	£ 5250
<b>Amount remaining available as of 17March 2009</b>	<b>£ 700</b>

3.2 Other costs incurred, such as for undertaking Public Relations exercise, have been met by SBE's partners. As mentioned in 2.2b the £1000 prize is funded directly by the participating retailers.

3.3 There is a balance of £700 available from the total allocated by the Area Committee. However, there are several other expenses anticipated, such as "I love Southport" banners, enamel badges, and the likely need to order reprints of some of our campaign materials. A final account of the campaign expenditure will be provided to the Area Committee following the end of the campaign in June 2009.

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- 3.4 The SBE Board and its stakeholders would like to convey its thanks, and appreciation to the Southport Area Committee for its support of this timely and essential campaign.

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