



RISCA TOWN CENTRE MANAGEMENT GROUP – 2 NOVEMBER 2015

SUBJECT: 'CHOOSE THE HIGH STREET' CHRISTMAS CAMPAIGN

REPORT BY: CHIEF EXECUTIVE

1. PURPOSE OF REPORT

- 1.1 This report provides information on the 'Choose the High Street' Christmas campaign, which will be run in the County Borough's five principal town centres in the weeks leading up to Christmas 2015.

2. SUMMARY

- 2.1 In 2015, the 'Choose the High Street' initiative will once again feature a Christmas campaign directed towards encouraging people to spend in their local town centres over the festive period. Retailers across the five managed town centres will have the opportunity to submit an offer to be included in a printed voucher booklet. The scheme is designed to support local businesses by offering them the opportunity to participate in a coordinated campaign under the 'Choose the High Street' banner.

3. LINKS TO STRATEGY

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Business and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".
- 3.2 'A Prosperous Caerphilly' is identified as one of the key outcomes in the Council's 'Single Integrated Plan'. The Implementation of the Unique Places model of Town Centre Management in the County Borough's principal town centres is one of the actions identified to achieve this outcome.

4. THE REPORT

- 4.1 Over the last three years, in the lead up to Christmas the Council's Town Centre Management Team has run a discount scheme in various formats as a way to assist local retailers generate sales in the lead up to Christmas. Last year, a printed voucher booklet was introduced under the 'Choose the High Street' banner. This booklet proved very popular with the public and retailers alike and so will be replicated again this year. The overall aim of the scheme is to help local businesses capture consumer spend during this crucial trading period. Retailers in the five managed town centres will have the chance to submit an offer for inclusion in the booklet with the level of discount being set by the retailer at their discretion. However, the onus remains on the retailer to participate and ensure that their offer is strong enough to incentivise customers. The scheme is free for all retailers and as in previous years any retailer in the County Borough who expresses a wish to participate will also be included.

To support the campaign a number of different marketing platforms will be utilised these include:

- Newspaper adverts
- Social media engagement on the Council's *Facebook / Twitter* accounts;
- A *YouTube* video will be produced by Council's Communications Team;
- Article in the Council's *Newsline* which is delivered to every household in the County Borough;
- Dedicated web page on the CCBC corporate website.

The voucher booklets will be give out in a number of locations in each of the five town centres including:

- Caerphilly: Library / Customer First Centre / Visitor Centre / Whetherspoons - The Malcolm Uphill;
- Blackwood: Library / Customer First Centre / Blackwood Miners Institute / Tidal Stores / Maxime Cinema;
- Bargoed: Library / Customer First Centre
- Risca: Library / Customer First Centre;
- Ystrad Mynach: Library.

4.2 In addition, every school in the County Borough will be offered a supply of Voucher booklets.

5. EQUALITIES IMPLICATIONS

5.1 This report is for information purposes, so the council's Eqla process does not need to be applied.

6. FINANCIAL IMPLICATIONS

6.1 The campaign is funded through the Town Centre Management core budget.

7. PERSONNEL IMPLICATIONS

7.1 There are no direct personnel implications.

8. CONSULTATIONS

8.1 There are no consultation responses that have not been reflected in this report.

9. RECOMMENDATIONS

9.1 That Members note the contents of the report.

10. REASONS FOR THE RECOMMENDATIONS

10.1 This report is for information only.

11. STATUTORY POWER

11.1 Local Government Act 2000.

Author: Andrew Highway, Town Centre Development Manager
Consultees: Pauline Elliott, Head of Regeneration & Planning
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable
Development
Allan Dallimore, Team Leader Urban Renewal
Paul Hudson, Marketing & Events Manager
Hayley Lancaster, Senior Communications Officer
Steve Wilcox, Assistant Town Centre Manager

Appendices:

Appendix 1 'Choose the High Street' Christmas Voucher Booklet Cover