

Pride In Atherstone

Presented by Lorna Ferguson and James Meer

Why we are here

- To bring shoppers back to Atherstone
- To attract new shoppers to the Town
- To promote the Town, its heritage, its walks etc.
- Ultimately to boost local businesses that will stop shops closing.

How we will do this

- Improve peoples view of the Town by (consistently and continuously) promoting it better
- Work with the Town and Borough Council to help with this, both have expressed support
- Need you help and support and invite suggestions from yourselves about what realistically can/needs to be done.

Continued:

- Acknowledge that for many small shops its not affordable to advertise all the time

But

- People want to do business with businesses they know and trust
- So we need to deliver the right messages about Atherstone to both current customers and potential new ones to get a result, encouraging those who have not yet shopped with us to give Atherstone a try.
- Research carried out recently by the Nuneaton News demonstrates that businesses that advertise consistently see results.
- For us that means we need to decide who are our audience and advertise to them (we need to aim for both print based and digitally based audiences).

Where we are Now

The site officially launched on 28th November

To date we have had over 2500 hits to the site

We also have a Facebook page where people are actively advertising

We have over 30 shops and businesses signed currently and this increases weekly

Our Loyalty Card has 25 people signed up and 6 shops are actively promoting discounts this month

Where Next

We will over the next 2 months be working with shops and local businesses to put together a business plan to present to NWBC to support spend to improve the Town.

Questionnaires will go on line and in shops asking for customer comments

Hoping to engage Nuneaton and Hinckley College Media studies with this.



Any Questions