

## **Newport {Shropshire} Town Team**

### **Marketing & Promotions Workshop Notes**

**11<sup>th</sup> February 2014**

The 'town team' dedicated a majority of its scheduled business meeting on 11<sup>th</sup> February 2014 to a Marketing & Promotions workshop.

Participants were divided into two groups to consider ways in which to better market and promote Newport's day-time, night-time and visitor economies.

Each group was asked to discuss and respond to the following questions:

- 1. What are Newport's unique selling points (USPs)?**
- 2. Where do we need to focus our marketing & promotions efforts?**
- 3. Do we have evidence to support views?**
- 4. When is it appropriate to roll out marketing & promotions activities?**
- 5. How should our marketing & promotions messages be delivered?**
- 6. Can your ideas be packaged into discrete 'campaigns'?**
- 7. What are the two or three main priorities for your group?**

Feedback from the groups was as follows:-

#### **1. Newport's USPs**

- **Educations:** Newport is a University Town with really good Schools
  - University nearby to market town

- Free car parking
- Garden oriented retail
- Newport Show – and other events
- A unique amount of small groups / communities of shared interests for such a small town
- History & Heritage plus Events: Carnival, Old Tyme Markets, Nocturne – cycle event (also opening of a new cycle shop)
- Unique selection of shops covering wide-area i.e. independents & multiples

## **2. Focus for Marketing & Promotions**

- Define ‘focus’ i.e. local or non-local
- Could be a focus on female market i.e. combine offer to female market across all retail & services
- Focus – local: target areas to publicise Newport are Wolverhampton (students – retail offers), and Harper Adams (student parents)
- Target: Wolverhampton, Eccleshall, Stafford, Market Drayton, Shrewsbury (within 30 minutes drive)
- Increase link with local hotels to see how they advertise their accommodation / see if they will also promote Newport high street
- Target HAU parents to promote what Newport has to offer (graduation day / open days)
- Daytime focus for tea-rooms, cafes, restaurants, Waitrose, Subway, etc. etc.
- Need “We are Here” signs situated around car parks to navigate tourists around town (town maps) – possibly funded in part by advertising of local businesses

- Develop leaflets for distribution to tourist information centres and camp-sites within 20 mile radius (heritage offer, main events, etc.)

### **3. Where's the Evidence**

- ✓ Research carried out by NTT: benchmarking, first impressions, post-code lottery, etc.
- ✓ Local retail evidence (reports from planning consultants ref edge-of-town proposals)
- ✓ Arcinford research / reference to Shropshire market towns
- ✓ Waitrose reports

### **4. Timing / Programme of Activities**

#### **& 5. Delivery Approaches for M&P messages**

- ❖ When = NOW?
- ❖ Events calendar to showcase things are happening in Newport
- ❖ Combine retail / services in Newport i.e. one common goal
- ❖ One common campaign
- ❖ Social media – free PR
- ❖ Combine a simple vision, shared slogan, or something fun
- ❖ Limited funds therefore use: word of mouth, free PR / social media, car stickers / window stickers (“I Love Newport”)

- ❖ #newportsh(r)ops
- ❖ Waitrose deliver for John Lewis for free collection – can we tap into this market, especially outsiders
- ❖ Do we need ‘Newport Ambassadors’? customer service, local knowledge, etc.
- ❖ Develop a local food dish unique to Newport.....building on agricultural history & historical reference
- ❖ Ensure information about events is made available to the public, on-line, in print, signage, etc.
- ❖ Encourage visitors to check in on-line i.e. foursquare, twitter, face-book = get people writing reviews
- ❖ All channels for advertising to all age groups

## **6. A Programme of Activities or Discrete Campaigns?**

- ✓ Develop themes:
  - Accommodation campaign
  - Foodie campaigns around events
  - Small campaigns centred on Newport’s calendar

## **7. Two or three Main Priorities**

- ❖ Combining small campaigns across Newport’s retail / services throughout the year

**END**