

MILL ROAD COORDINATOR REPORT TO EAST AREA COMMITTEE

9TH JANUARY 2014

1. INTRODUCTION

Following my appointment in September 2012, I spent the first few months focussing on:

- Initial contact with key members of the community, councillors and officers
- Supporting festive lights scheme in 2012
- Consultation on what the focus of my role should be
- An exhibition event and charette in January 2013 to explore community suggestions for the area and establish membership for the Traders' Association

2. ESTABLISHMENT OF THE MILL ROAD TRADERS' ASSOCIATION

Following consultation with the different groups on Mill Road it was agreed that the initial focus of my role should be to establish a Mill Road Traders Association in order to develop a partnership culture amongst the Traders on Mill Road. Formal establishment of this new Association took place in February 2013. With the support of the elected Chair, Piero D'Angelico, membership quickly increased to over 150 members. At the time of writing this membership stands at 188. The Traders' Association initially met every month – this has now reduced to every other month, unless somebody wishes to raise an important item and have a meeting dedicated to it. We did this recently in October due to concerns raised about anti-social behaviour in the area.

The main activities of the group are summarised here:

Communication

- Traders' Association meetings have included officers from the Police, the County Council and the City Council as well as other community members when requested.
- Weekly email bulletins are sent to a mailing list of 195 people. Most bulletins are opened by an average of 45% of the mailing list each week
- Traders' Association is represented at other community events or meetings by Piero D'Angelico, Matthew Boucher (Vice Chair) or by me.

- In January we will be carrying out a survey with the traders in order to seek their views on the activity of the Traders' Association and to see if they have any suggestions for how we might improve or strengthen it. We'll also be running another election to select a Chairperson for year 2. At this point, I'd like to say a formal thank you to Piero for his enthusiastic and proactive approach to the position over the last year.

Publicity and Promotional Activity

- Monthly radio broadcast and better links with local community radio station Cambridge 105. Cambridge 105 also ran a joint advertising scheme for Mill Road traders whereby they bought an advert together and split the cost.
- Newspaper coverage. Joint advertising campaign for Independent Retail Month, various campaigns and events.
- Social media presence
- Updated shop directory on community website www.mill-road.com
- Launched www.millroadtraders.org – a website explaining the Traders Association and a listing for all members
- Recent Telegraph coverage was initiated through local community nominations
- Shop Front Award Scheme – launched December 2013, with 51 traders participating, publicity will be forthcoming in January.
- Networking. We stay in touch with other organisations in the city such as the BID and Visit Cambridge to share on publicity opportunities
- Throughout October and November we engaged Anglia Ruskin Business School students in a research project about marketing Mill Road. Some of the students' suggestions are included at [Appendix A](#).

Environmental Improvements and Streetscape

- Festive Lights 2013 – with sponsorship of £5000 from Cambridge City Council we nearly equalled that from trader contributions allowing us to install and expand this year's lights. A new website www.millroadfestivelights.org was set up and we held a successful Switch On event in November 2013.
- Traders feel strongly about tackling anti-social behaviour and improving the perception of safety on Mill Road. The traders have asked for redployable CCTV cameras to be installed and we will be getting these cameras in February 2014 for a short period to measure the effect.
- Traders also feel strongly about improving the condition of Mill Road's pavements. In April they submitted a petition to the County Council regarding pavement maintenance in the area. In addition, East Area Committee granted £5,300 to support improvements to trader forcecourts. Although at the time of writing no traders have applied for support from this fund..

3. OTHER AREAS OF WORK

In addition to providing the administrative support for the Traders' Association and following up the suggestions made by traders, I aim to support other local groups in their work, for example, Mill Road Winter Fair, Mill Road Bridges and their community newsletter and Cambridge Art Salon with Romsey Art Festival. I am also looking to assist the Mill Road Society with developing the Milly Card scheme in 2014. This has not been done so far due to the Traders Association having other priorities.

I have been able to start some projects suggested by the community:

- Farmers Market events in 2014 – consulted on this during 2013 and launching the first event in March at Gwydir Street Car Park. Stallholder applications are currently under way.
- Shop Noticeboard/Street Marker project – the design brief for this has been tricky given the turnover of businesses in the area, however, we have successfully obtained funding from the City Council for this project and design concepts are submitted for Councillor feedback at [Appendix B](#).
- Hoardings Community Art project – this project will see a community art project installed on the hoardings between the Spar shop and Brookfields. Both owners have agreed in principle (Co-op and Mosque Project) and we are now in the process of seeking funding to pay the artists for design workshops and installation. Workshops will be held with local community groups and project managed by Oblique Arts.

4. PROPOSAL FOR EAST AREA COMMITTEE

Based on my work over the last year and based on feedback from various community groups and members, I would like to put forward a proposal for consideration by East Area Committee, which is support from the City Council towards the proactive development of Mill Road as a distinct arts and cultural quarter of the city.

At present, the street offers independent shopping, cafes and international food, however there are no sightseeing options here. Creative events and activities add much to the feeling of quality of life and I think we have a fairly good offer of live music, poetry, dancing and art in the area. Mill Road's multicultural and individual character has the potential to flourish if it is nurtured in this direction.

Public art can improve the appearance of the streetscape dramatically and could provide another selling point for visitors. In addition, there is great benefit for local residents if public art schemes have community engagement included in the process. I hope that the Hoardings community art project will demonstrate this.

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Mill Road Project



Handout

Module Code: MOD 003058

SID'S 1026011, 1026021, 1125297

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Additional information for presentation content

App Suppliers

AppCreatives.co.uk Ltd:

„AppCreatives are one of the longest running and leading UK app development companies who specialise in the design and development of iPhone, iPad, and Android apps. Our team of app experts manage the entire app development process from our London and Birmingham offices. Our knowledge is second to none as our in-house team of UK app developers have been developing apps since the launch of Apple’s app store!“ (AppCreatives.co.uk Limited, n.d.)

→ AppCreatives developed mobile applications for well-known clients such as BMW, hp or telegraph.co.uk. However, they also have a wide range of SME clients and seem to be one of the biggest and most experienced App developers in the UK.

App Developers UK:

“App Developers UK build apps for Corporate and SME/Private Enterprise and Individuals. We are a cutting edge Mobile Application Development Agency. We build apps very cost effectively and specialise in the design and development of iPhone/ iOS and Android mobile apps.“ (App Developers UK, n.d.)

→ App Developers UK specialise on SME businesses and may therefore be a suitable partner for the development of a Mill Road App.

Interdirect:

„Undoubtedly the UK’s leading agency in shopping centres, our mobile applications are packed with features that are designed to enhance and assist visitors’ retail experiences.“ (Interdirect Limited, n.d.)

→ Interdirect provides PR, Marketing and Digital services. Producing mobile applications for diverse shopping centres, Interdirect provides real expertise knowledge in that field. As Interdirect already developed similar mobile applications, Mill Road might benefit from previous developments by using their layout and might therefore save costs.

Bike Seat Cover Suppliers

Onyerbikeseat:

They are specialised on promotional bike seat covers and have designed a current campaign for Anglia Ruskin University. They are based near London in Twickenham and seem very fast and reliable. Their current price list is attached in the appendix.

Prices for 2000 or 3000 pieces with two colour printing are as followed:

Quantity	Price Unit Cost	Print Quantity	Artwork Package	Delivery	Sub Total	VAT	Total
2000 pieces	£0.94	£1,880	£85.00	£42.00	£2,007.00	£401.40	£2,408.40
3000 pieces	£0.88	£2,640	£85.00	£ 55.00	£2,780.00	£556.00	£3,336.00

Water4fish:

They are doing different types of promotional products and are offering bike seat covers as well.

Quantity	Price Unit Cost	Price Quantity	Artwork Package	Delivery	Sub Total	VAT	Total
2000 pieces	£1.11	£2,220.00	£56.00	£23.00	£2,279.00	£455.80	£2,734.80
3000 pieces	£1.11	£3,330.00	£56.00	£ 25.00	£3,411.00	£682.20	£4,093.20

Social Media Dashboards

As stated in the presentation, a Social Media Dashboard might be an easy and helpful tool to coordinate and manage the Mill Road Social Media presence. Social Media Dashboards can help you to engage with „Fans“ or customers, to measure the results of your posts and to monitor Mill Road as a brand across multiple social media channels at once. Below are two options for Social Media Dashboards:

Sproutsocial:

This tool supports the following features:

- Engagement: Single stream Inbox to never miss a message and tasking tools to ensure no Fan goes unanswered
- Publishing: Schedule posts and messages to Twitter, Facebook etc.
- Analytics: There is unlimited reporting across all accounts and roll-up reports for high or low level performance data.
- Monitoring: You can discover what people on social media are saying about Mill Road through keyboard monitoring
- Collaboration: In case you would like to split the workload amongst other people (maybe even some shop owners) you can do that with tasks and collaborate in real-time to see who is immediately available to respond
- Price: The prices for an account vary depending on how many features you would like to have. We believe that a Standard Account will be sufficient for the beginning, costing \$ 39 monthly. However there is a *Free 30 Day Trial account* which might be useful to get to know the tool.

Sendible:

With *Sendible* you can:

Engage with new and existing customers across multiple platforms

The surface pulls in posts and comments from sites like Facebook and Twitter and you can respond from one place. Each post is analysed and messages requiring urgent attention are highlighted.

Measure the success of every piece of content you share

This tool proves the effectiveness of every piece of content you distribute. It tracks clicks, referrers, shares and comments.

Analyse and track your social media campaigns

There are insightful reports to track your campaigns.

Monitor and respond to what's being said about Mill Road online

You can monitor what's being said about your brand on blogs, news and social networks. The programme highlights which mentions you should respond to.

Price:

The prices for an account vary depending on how many features you would like to have. We believe a Standard Account will be sufficient for the beginning, costing \$ 24.99 monthly. However there is a *Free 30 Day Trial account* which might be useful to get to know the tool

Benefits of having a „Mill Road“ Facebook Fan Page

As stated in the presentation, we suggest to have one uniform „Mill Road“ Facebook Fan Page over having a personal page on Facebook as there are several advantages:

Unlimited Friend Count

The amount of friends on your personal profile page is limited to 5,000 whereas a fan page can have an infinite number of fans. Even though this seems like a longrun goal it is an important argument. Why would we ever want to limit the amount of fans Mill Road can have?!

Tagging Mill Road

Mill Road fans and other fan pages can tag the Mill Road page whereas only direct friends can tag a personal page. Having the option to be tagged in photos and posts by others you will be shown up on as many newsfeeds as possible.

Analytic Tools

A Facebook fan page has great analytics. It helps you to track the amount of views a post receives and also monitor your weekly reach. This might help you to evaluate the „right“ content for the Mill Road fans.

Facebook Contests

Facebook contests are only possible on a fan page whereas you cannot host a successful contest on your personal page simply because the software and third party apps are just not there.

➔ *As we believe contest for Mill Road are a great potential for interaction this is an important argument.*

Check-Ins & Location Services

Having a fan page you can actually allow people to „check in“ to Mill Road. There is nothing like that on a personal page.

With Mill Road having a physical location in Cambridge this is a crucial feature. As soon as I „check in“ on Mill Road it will show up on all my friend’s newsfeeds which then contributes to a higher number in coverage and allows people / fans to actually interact.

Showcase other pages you like

On a fan page you have the option to like pages and to showcase them on your page. For a general Mill Road Facebook page this should be shops on Mill Road that also have a Facebook page. (Hotnumbers Cafe, Limoncello etc.)

Newsfeed Marketing

Having a regularly updated fan page you will not only be seen and noticed on the newsfeed of your fans. As soon as they interact with your posts, you’ll show up on their friend’s newsfeed as well which might result in new fans.

Further Ideas

Summer Fair

As briefly stated in the presentation, we believe a Mill Road Summer Fair would be a good chance to promote Mill Road and to bring more attention towards the Road during the summer months.

When the survey was conducted, 41% of the shop owners stated that the summer months of June, July and August are the least profitable ones for their business whereas most of the shop owners stated that December is one of the most profitable month bringing it into direct relation with the Mill Road Winter Fair.

We therefore believe a Mill Road Summer Fair, taking place in either June, July or August is a good way to promote Mill Road during that time of the year. The programme could be similar to the one of the Winter Fair but bringing more attention to create a summer feeling (e.g. refreshments, more open-air concerts & stages, open air movies, self-made ice-cream workshops etc.)

The costs for the event would depend on the time and also the extent of the event but the minimum would be the Road closure of approximately £ 3500 as stated by Caroline Wilson, Secretary of the Mill Road Winter Fair Committee.

The event could be promoted via Social Media, the Mill Road Homepage, the Mill Road newsletter and via contacts within the Community.

Charging money for plastic bags

Obtaining funding in order to implement planned projects is an important factor for the Mill Road Traders' Association. Charging money for plastic bags (e.g. 20 p) is a sustainable opportunity to create funding. In other countries such as Germany, shops always charge a little amount for giving out plastic bags. The created funding could either be collected regularly and could be used for general Mill Road publicity projects or it could be an approach of each individual trader. The traders themselves can set the price for the bags (recommended: 10 p – 30 p) and may spend the earned money for the improvement of their shops (decoration, shop fronts etc.).

This approach could be combined with a sustainability campaign in order to raise awareness on the unnecessary production of plastic waste and the tremendous impact on the environment. Instead of purchasing a plastic bag, the customers could be encouraged to use cloth bags instead. All traders could provide Mill Road branded cloth bags and sell them for £ 2 - £ 3.

Stall at the Anglia Ruskin University Freshers Fair

In the first week of the academic year, Anglia Ruskin University hosts a „Freshers Fair“ for its roughly 10.000 Cambridge students. The fair is the first opportunity for students to get an overview of the numerous university activities, but also to receive information about what is going on in Cambridge. In recent year, companies such as Domino’s Pizza and several night clubs had stalls at the Freshers Fair in order to acquire new customers.

Renting a stall at the Freshers Fair in order to promote the Milly Card and local shopping at Mill Road is an exceptional opportunity to establish awareness and build lasting relationships. As many students are from foreign countries, the multi-cultural product portfolio may especially appeal to them.

As most of the businesses at the Freshers Fair provide special offers or even free give aways, it should be considered to provide a discount for the Milly Card for that day, e.g. “Buy the Milly Card today and pay only £ 6 instead of £ 10” or to provide free bike seat covers.

Hint: As many students will need to buy a bike at the beginning of their studies, bike shops may be especially interested in being present at the fair.

Key Facts:

Date and Place:	September, Kelsey Kerridge Sports Centre
Costs for a stall:	from £ 300 + VAT
Recommended material provided:	Milly Card, booklets, information about events and shops, bike seat covers
Information Contact:	media@angliastudent.com or 01223 460008

As the stalls will be allocated on a „First come, first served“ basis, it is recommended to apply early for renting a stall.

Alternatively, stalls on Campus can be rent during the semester for £ 100 per day in order to promote products or services.

Changing Delivery Hours

The current delivery hours on Mill Road are only restricted to the rush hours between 8.15.am - 9.15.am and 5pm to 6pm. However, visiting Mill Road during these hours it seems that not all deliveries stick to these regulations. Deliveries during rush hour cause traffic jams and lead to very poor traffic conditions for car drivers, cyclists and even pedestrians as the already narrow pavements become even more narrow with lorries parking on them.

In order to avoid traffic jams, dangers and stress on Mill Road, it is highly recommended that shop owners emphasise the delivery hours and restrictions towards their suppliers.

It is also recommended to think about changing the delivery hours to a smaller time slot such as between 5am and 7am, as well as between 11am and 3pm.

Creating more pedestrian crossings

It is recommended that the Mill Road Traders' Association applies for or creates funding for pedestrian crossings, as the poor traffic conditions and the resulting lack of safety were considered as a key issue in the initial research report.

An appropriate approach would be the creation of crosswalks, as those are the simplest way to provide opportunities for pedestrians to cross the road.

Making Mill Road more pedestrian friendly may have a very positive impact on the footfall and the length of stay on Mill Road.

Mill Road Night

Under the motto “Mill Road Night”, all shops on Mill Road could quarterly be open until late (11 pm or later) and therewith allow customers to have a late night shopping experience that they wouldn’t have in the City Centre.

The Mill Road Night could be supported by Pubs and Cafés hosting live music acts or playing games such as a Pub Quiz.

Cafés such as Café Paris, Black Cat Café, Urban Larder, Otto Café, CB1 etc. could open their doors and invite societies to hold their meetings there.

Grocery Shops such as the Seoul Plaza or the Winfield Chinese Supermarket could offer cooking classes to prepare Asian food (Sushi classes etc.) with ingredients that can be bought in their shops.

Bars such as 196 or the Loco or Restaurants such as al Casbah could give Cocktail or Cooking classes.

Wine Merchants or Bacchalaria could provide Wine Tasting Sessions.

Greener environment

The Mill Road could be a much more cosy and friendly area, if it was greener. Being aware of the fact that there is no space for extensive plantings, each trader could help making Mill Road greener by decorating their shopfront with hanging baskets. Even though flowers themselves will not bring higher revenues, it will for sure make Mill Road a nicer place and customers may extent their stay and are more likely to stroll around the street.

The examples below illustrate how green fronts can upgrade the appearance of the business.



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Mill Road Project

Marketing Consultancy

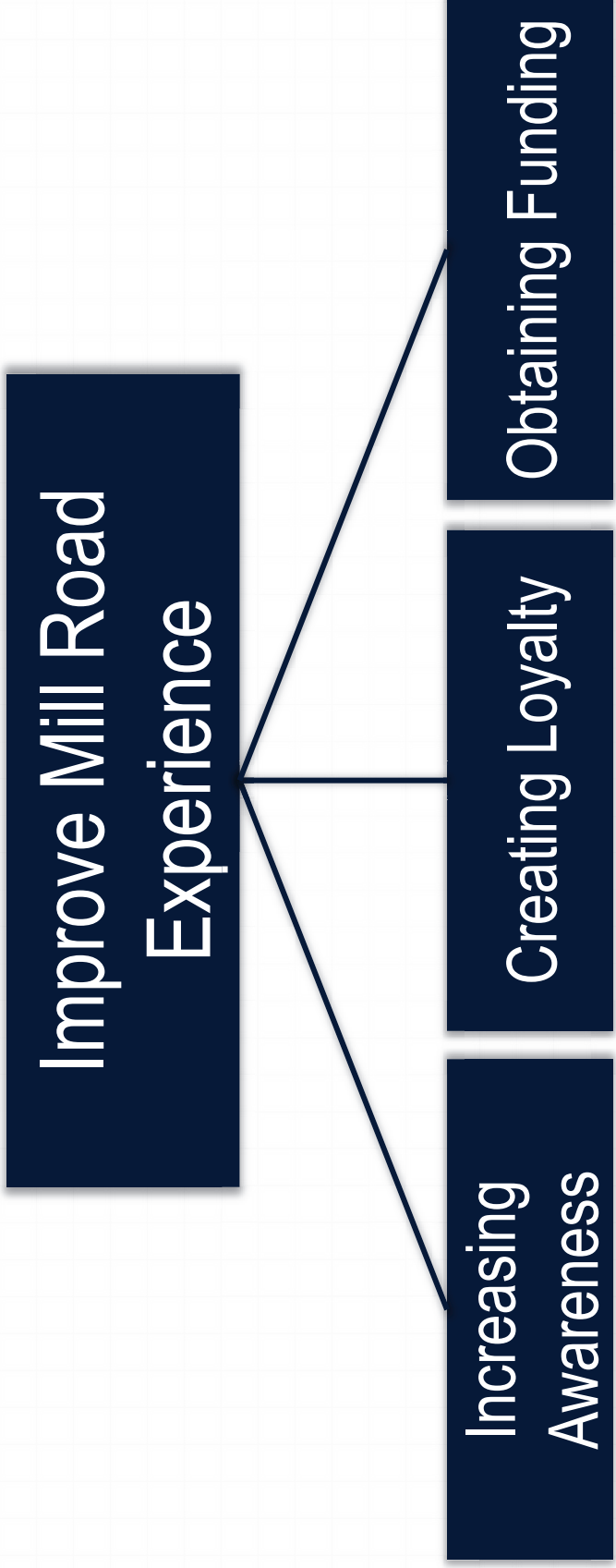
Will Langmead
Lisa Kotsch
Johanna Sajounz
16/12/2013



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Introduction







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Increasing Awareness





Anglia Ruskin University

Booklets



easyJet **TRAVELLER** OCTOBER 2013
A MAGAZINE FOR PEOPLE WHO LIKE TO TRAVEL SMART
FREE TO TAKE HOME

CITY STATE OF ENTREPRENEURS
Værnedag
This is the day in Copenhagen when the city celebrates its 800th birthday. It's a day of food, drink and fun. The day is celebrated with a variety of events, including a parade and a festival. The day is also a day to reflect on the city's history and its future.

SWEETIE PIES
Artist William Koch (above) is well known for his work at Sumnerbank. The artist's work is often inspired by his own experiences, which are often reflected in his art. Koch's work is a reflection of his own life and the world around him. His art is a celebration of life and the human experience.

REGULARS
2/3
SAMSØ & SAMSOE

THE BRIGHT IDEAS ISSUE
Meet the innovators, entrepreneurs and inventors who will be shaping your world in 2014
• STOCKHOLM BY SMARTPHONE | FUTURE ARCHITECTURE | MALTA'S 21ST CENTURY MAKEOVER

As the street was named after the 19th-century Danish merchant, it's no surprise that the street is full of shops, which are often run by people who have moved to the city in recent years. The street is a mix of old and new, and it's a great place to visit if you're looking for a unique shopping experience.

As the street was named after the 19th-century Danish merchant, it's no surprise that the street is full of shops, which are often run by people who have moved to the city in recent years. The street is a mix of old and new, and it's a great place to visit if you're looking for a unique shopping experience.

Founded by brothers Klaus and Poul Samsoe in 1987, the Samsoe & Samsoe brand has become a household name in the fashion world. The brand is known for its high-quality, minimalist designs, and it's a great example of a successful fashion brand that has grown from a small start-up to a global phenomenon.

By day, it's a delicious restaurant bar where the food is as good as the coffee. At night, it's a club where the music is as good as the drinks. The club is a great place to go if you're looking for a fun night out. The club is also a great place to go if you're looking for a place to relax and unwind.

Stockholm is a city of innovation and entrepreneurship. It's a city where people are always looking for new ways to do things. It's a city where people are always looking for new ideas. It's a city where people are always looking for new ways to make a difference. It's a city where people are always looking for new ways to make the world a better place.

(easyjet.de, 2013)



Booklets



Product:	coloured A5 booklet, 8 pages
Content:	introducing traders, shops, events etc.
Target Group:	Cambridge residents (all ages)
Distribution:	train station, city centre, Mill Road residents
Frequency:	semi-annually
Price:	for free





Booklets



Costs per unit	Quantity	Total costs
£ 0.325	8,000	£ 2,600
£ 0.32	10,000	£ 3,200



CITY SQUARE GEMMERS

Mill Road

Discover the hidden gems of the city square. From the historic buildings to the modern shops, there's something for everyone. Explore the area and discover the hidden gems of the city square.





Artist Willem Kooch (above) is well known for his work at Summerland. The artist's work is often seen in the shops, which are beautiful and unique. Kooch's work is a major part of the square. A major part of the square is the shops, which are beautiful and unique. Kooch's work is a major part of the square. A major part of the square is the shops, which are beautiful and unique. Kooch's work is a major part of the square.

As the great one (above) is well known for his work at Summerland. The artist's work is often seen in the shops, which are beautiful and unique. Kooch's work is a major part of the square. A major part of the square is the shops, which are beautiful and unique. Kooch's work is a major part of the square.

Supplies filling of Studio (above) is well known for his work at Summerland. The artist's work is often seen in the shops, which are beautiful and unique. Kooch's work is a major part of the square. A major part of the square is the shops, which are beautiful and unique. Kooch's work is a major part of the square.

REGULARS

2/3






People come from across the city to visit this shop, which is well known for its unique and beautiful items. The shop is a major part of the square. A major part of the square is the shops, which are beautiful and unique. Kooch's work is a major part of the square.

By day, it is the best restaurant for when you want to eat. The shop is a major part of the square. A major part of the square is the shops, which are beautiful and unique. Kooch's work is a major part of the square.

Founded by brothers (above) is well known for his work at Summerland. The artist's work is often seen in the shops, which are beautiful and unique. Kooch's work is a major part of the square. A major part of the square is the shops, which are beautiful and unique. Kooch's work is a major part of the square.



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University

Bike Seat Covers





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Bike Seat Cover



Product: bright coloured bike seat cover

Target Group: cyclists in Cambridge

Print: Mill Road, Facebook, Milly Card, App

Frequency: one-off

Price: for free



Anglia Ruskin
University

Bike Seat Covers



Distribution:

Train Station

Universities

City Centre



Bike Seat Covers



Costs:



















Costs per cover	£ 0.44
Printing costs per cover	£ 0.67
Total costs per cover	£ 1.11
Recommended quantity	2,000
TOTAL COSTS	<u>£ 2,220.00</u>





Anglia Ruskin University


Facebook




facebook                    

Suche nach Personen, Orten und Dingen 

Lisa Kotsch 



Mill Road History
1.091 „Gefällt mir“-Angaben · 9 sprechen darüber

Gemeinschaftliche Organisation
A community project to capture the history of Mill Road using local volunteers. The project is supported by Heritage Lottery Fund.

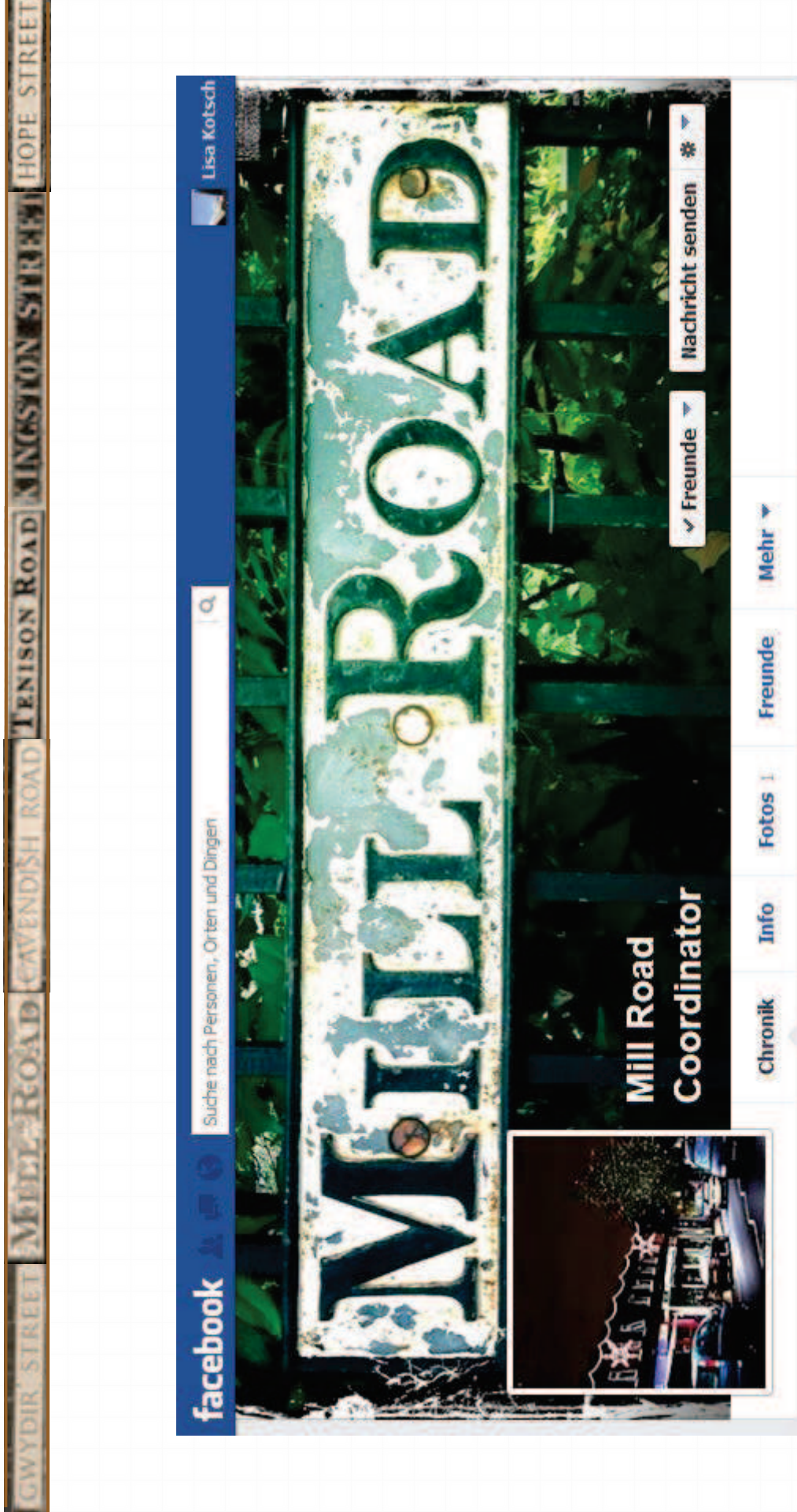
Info – Änderung vorschlagen

 **1.091** „Gefällt mir“-Angaben



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Facebook





Anglia Ruskin University

Facebook




facebook Suche nach Personen, Orten und Dingen

Lisa Kotsch



Mill Road Winter Fair
695 „Gefällt mir“-Angaben · 361 sprechen darüber




Gemeinschaft
The official page of the Cambridge winter fair that celebrates the local talent, food and creativity of the Mill Road and greater Cambridge area <http://millroadwinterfair.org/>

Info – Änderung vorschlagen

695

„Gefällt mir“-Angaben

 Fotos

Nachricht senden

Gefällt mir



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Facebook



The screenshot shows a Facebook group page for 'Milly'. The profile picture is a cartoon character with a large head, wide eyes, and a red collar. The page layout includes a search bar at the top with the text 'Suche nach Personen, Orten und Dingen'. Below the search bar are navigation tabs: 'Milly Card', 'Mitglieder', 'Veranstaltungen', 'Fotos', 'Dateien', 'Benachrichtigungen', '+ Gruppe gründen', and a search icon. A 'Beitrag' (Post) section is visible, with a text input field containing 'Schreib etwas ...'. Below the input field is a section titled 'AKTUELLE BEITRÄGE' (Recent Posts). The 'Info' section shows 'Offene Gruppe' (Open Group) and a description: 'Milly is the symbol of our card scheme for Mill Road in Cambridge. We want to support Mill Road'. The group has 131 members.



Anglia Ruskin University

Facebook



facebook Lisa Kotsch

Suche nach Personen, Orten und Dingen

There's something about Mill Road

224 „Gefällt mir“-Angaben · 15 sprechen darüber

There's something about Mill Road

<http://theresomethingaboutmillroad.wordpress.com/> and [Twitter page: @MillRoadCams](#). You can also like this facebook page, if you like :D Website coming soon!

Info - Änderung vorschlagen

Gemeinschaft

Musings from Mill Road, Cambridge. For more info please visit the blog: <http://theresomethingaboutmillroad.wordpress.com/> and [Twitter page: @MillRoadCams](#). You can also like this facebook page, if you like :D Website coming soon!

Fotos

224 „Gefällt mir“-Angaben



Improving suggestions:

- Merge Facebook pages
- Create Mill Road Fan Page
- Provide daily posts
- Motivate people to like, share and check in





Post content suggestions:

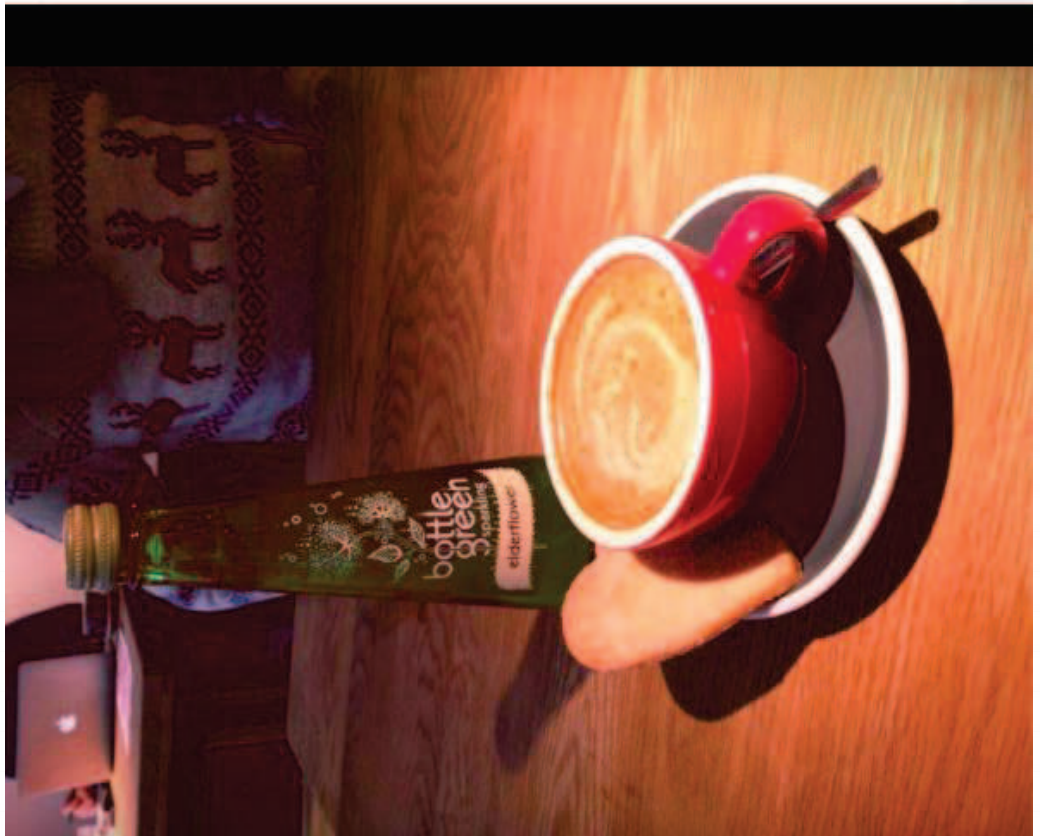
- Current offers / Milly Card
- Events on Mill Road
- Introducing Mill Road Traders
- Photo / Statement contest
- Pictures guessing games





Anglia Ruskin
University

Facebook



Lisa Kotsch
2. Dezember

Best way to start a new week. — mit Johanna Sajonz hier: Hot Numbers Coffee.

Foto markieren · Bearbeiten

Gefällt mir · Kommentieren · Beitrag nicht mehr folgen · Teilen · Bearbeiten

Hendrik Baasen, Inke Tiedemann, Nina Freitag und 12 anderen gefällt das.

3 weitere Kommentare anzeigen

Steven Bichat It's coffee, isn't it? Anyway I want this cup!!! Now!!!!
2. Dezember um 17:15 via Handy · Gefällt mir nicht mehr · €5 2

Julia Herberger Lecker elderflower 😊
2. Dezember um 17:36 via Handy · Gefällt mir

Nina Freitag Oh great! 😊
2. Dezember um 19:58 · Gefällt mir

Vika Hellwig Black gold, simply delicious
3. Dezember um 07:20 · Gefällt mir · €5 2

Julia Herberger I also like the jumper in the back!
3. Dezember um 10:47 via Handy · Gefällt mir

Lisa Kotsch 😊 thanks, its mine
3. Dezember um 13:23 · Gefällt mir · €5 2

Schreibe einen Kommentar ...



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Facebook



Costs for Social Media:

1/2 - 1 hour per day



→ Social Media Dashboards



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Increasing Awareness



Objective:

Creation of more than 12,000 contacts to Cambridge residents by June 2014.

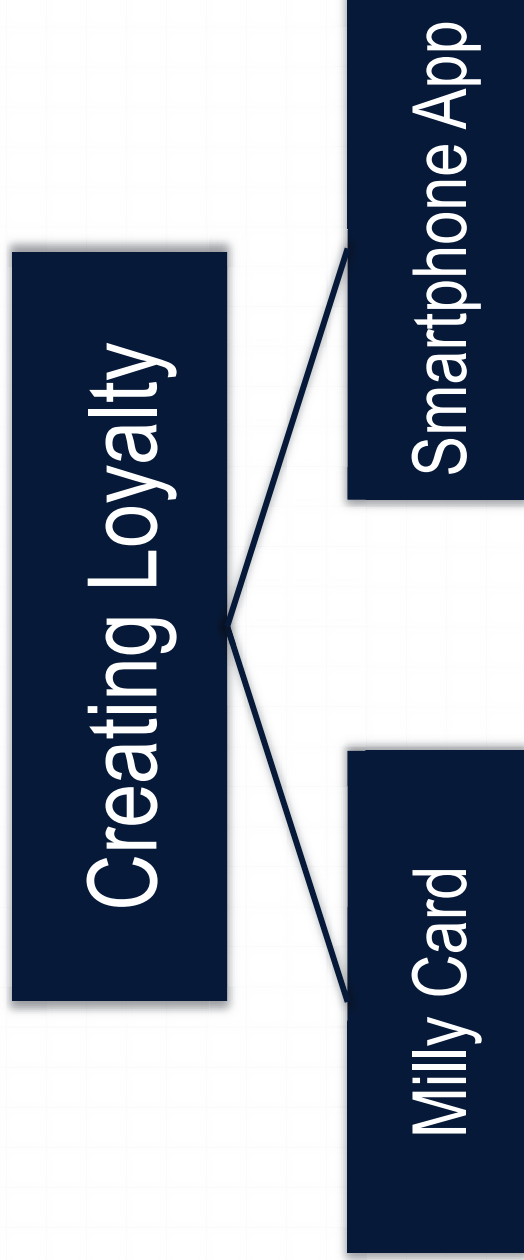
- 8,000 Booklets
- 2,000 Bike seat covers
- 2,000 Facebook likes





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Creating Loyalty





Current Situation:

- Low awareness of Milly Card
- Two selling points on Mill Road
- Milly Card website expired
- Price: £ 2.00 per Card
- Varying discounts





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Milly Card



Improving suggestions:

- Online + POS purchasing opportunity
- Annual subscription
- Increase price to £ 10.00 per card
- Promotion of Milly Card at large events
- Layout of new website



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Smartphone App





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Smartphone App



Product: Smartphone App

Target Group: Cambridge residents (18 – 60 years)

Content: Complete overview of Mill Road

Promotion: Social Media, Traders, Booklet, Newsletter



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Smartphone App



£ 15,000 – £ 22,000

Trade of the Month:

~~Facebook page for Mill Road Food Office.~~

Facebook page
“Diversity in our Mill”
first diversity and Mill
Recognition as to
“Community”
Community

(oomf, 2013)



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Creating Loyalty



Objective:

Generating more than 1,000 purchases of loyalty building products (Milly Card or App) by June 2015.





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Obtaining Funding



Obtaining Funding

Round up!

Applications for
fundings



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Round up!



Average donation per purchase

£ 0.50

Quantity of donations per day

50

Donation amount per week

£ 175.00

TOTAL DONATIONS PER YEAR

£ 9.100.00

(deutschland-rundet-auf.de, 2012)



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Applications for Fundings



£ 10 m High Street Innovation Fund

Porãssãriot
Closed

Future High Street
UX Fund
Closed

Closed



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Applications for Fundings



Alternative suggestion: Spacehive

Mansfield BID wants to create a **Something Different** project in Nottinghamshire

Summary Project promoter Costs Funders

£36,850
raised by 27 funders!

Our goal: £36,363

We made it happen!

This project's social reach: 1,630 **Boost**

Share 3225 Tweet 4 Follow 48

Top funders ...



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Obtaining Funding



Objective:

Raising £ 10,000 of joined funding by March 2015.





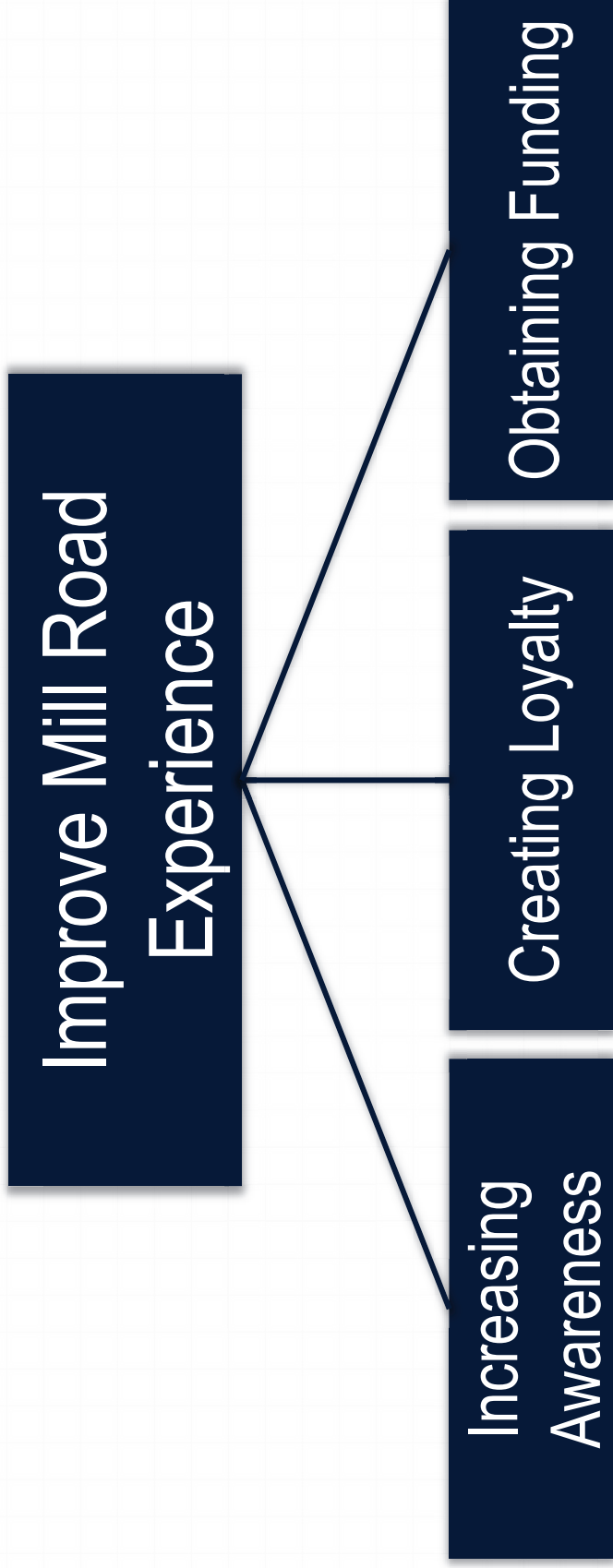
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Tool Kit



- Defining your customer
- Marketing Mix
- How to market research
- Market strategy
- Marketing Plan Template





→ **COHESION, COHESION, COHESION!**



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Thank You

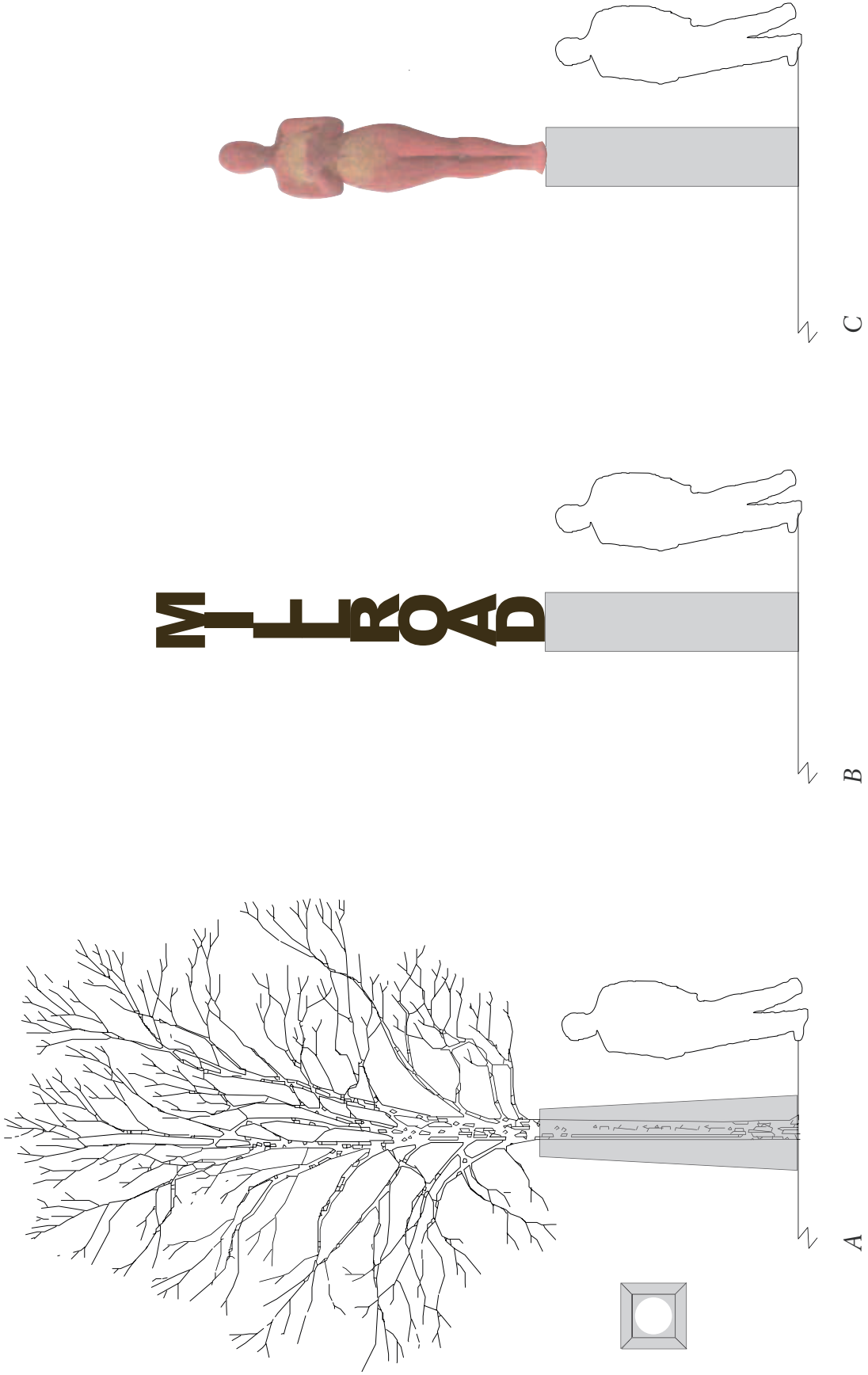




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