

## Mill Road Project



## Handout

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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:

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

### **Water4fish:**

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

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

## 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 Bacchalanía 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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