



NORTHALLERTON MARKETING STRATEGY

This Marketing Strategy has been prepared by Julia Chance with the support of Northallerton BID Levy Payers and key stakeholders

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Northallerton - The Marketing Strategy

The following strategy has been prepared as a result of stakeholder engagement, research and ideas generation sessions held over a 6 month period. This strategy is being presented in its current form to the Marketing Group who will feed the information into the Board of Directors for approval, and allocation of priorities.

The full document which includes research and notes, can be requested from

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Marketing Objectives

The Marketing Strategy and process of development has been implemented to ensure a number of key objectives are met.

Enhanced understanding of the Marketing Process amongst Stakeholders.

Engaging the stakeholders of Northallerton in the process of outlining the strategy for the Town Centre not only served to accommodate individuals' perspectives, external input and ideas generation from a broad range of town centre consumers, but it also made people aware of the level of investments and resources required to prepare and action a strategy which aims to generate increased business for the area.

Clear definition of how we want Northallerton to be perceived.

Outlining examples of best practice, combined with a detailed analysis of what Northallerton has to offer, encouraged the stakeholders to define what Northallerton is, and how it should be promoted. An understanding that Northallerton will never offer the exclusivity of Helmsley or the expansive range of York/Newcastle, but there are elements that should be actively promoted which set the area apart from anywhere else.

Highlighting the strengths and looking at ways of minimising the negative impact of the weaknesses, created a persona for Northallerton which is one to be proud of – transport and accessibility, mix of independent and national retailers, selection of coffee shops/restaurants, strong entertainment and events calendar, plus the unique market.

Increased awareness amongst residents in relation to what Northallerton has to offer.

Using a number of indicators, residents will be asked a number of set questions before the strategy is integrated and 6 months later to ascertain an increase in awareness regarding the town centre resources. The board to outline indicators which they see as key priority to review.

Enhanced perception of Northallerton

The strategy should serve to deliver a positive message to all stakeholders, and actively encourage residents, businesses and others to speak proactively about what the town has to offer – generating a buzz about the town centre regeneration, encouraging people to utilise the services in the area, and presenting Northallerton as a quality place to visit to eat, drink, stay, shop and enjoy.

Increased number of visitors to Northallerton related websites.

BID Manager will register a host of different URLs which can be used for marketing purposes and if cost effective register these plus monitor increasing visitor numbers month by month to determine level of interest and increased interest due to exposure via various marketing activities.

Enhanced presence on social media (Facebook, Twitter and Instagram).

Northallerton facebook page and twitter links to be established and managed.

Increased custom experienced by local businesses as a result of implementing the marketing strategy.

Each individual business within the town centre should be allocated responsibility for monitoring change in visitor frequency, increased number of consumers and expenditure as a result of the marketing campaign for the area.

Increase number of visitors attending events organised by Northallerton BID and other parties such as the Town Council etc

Raised profile of events being organised by local/town council should be well promoted via the use of social media, online tools as well as printed materials and word of mouth communications.

Increase number of visitors to local attractions and utilising local services.

Generating awareness of attractions, facilities and services offered in the town centre should increase number of consumers of these elements.

Increase number of tourists visiting the Town Centre and utilising facilities.

Businesses and service providers (hotels etc) to notice an increase in non-resident consumer groups visiting Northallerton and generating income for the area through consumption of the products and services on offer.

Cleansed and effective database for Northallerton

Development of a well structured, cleansed and up to date database of stakeholders in Northallerton as a result of various applications within the strategy i.e. Loyalty Card – individuals registering online, entering their details and providing the Board with information which will support them in developing and enhancing the future strategy.

Summary of Activities:

1. Information Pack for Members.

Distribution of information to members regarding strategy updates, proposed activities, how they can help, plus event information.

2. Branding & Positive Perception.

Northallerton Brand plus positive promotional activities which actively encourage visitors, business and customers.

3. Visitor Campaign.

A recognisable, modern and appealing brand to encourage visitors to think of Northallerton as a provider of variety.

4. Public Relations.

Active promotion via media, radio, local press etc. This may include media workshops to support individual businesses in getting the most from their news stories.

5. Website.

Consideration of a website which will also provide a hub of information and act as a communication tool for all involved.

6. Social Media.

Activity involving the use of Facebook, Twitter, LinkedIn, Instagram and YouTube.

7. Database.

Database of contacts for distribution of information as well as gathering feedback.

8. Loyalty Scheme/Card.

Initiative to encourage residents and visitors to use Northallerton retailers, incentives for loyalty card holders and mechanism for active promotion (newsletter etc)

9. Parking Initiative.

Parking schemes to be considered.

10. Maps.

Town Centre Map to be developed

11. Information Centre.

Discussion regarding centralised information centre.

12. Local Publication "What's On?"

What's on publication for distribution – quarterly magazine containing information on events and local news.

13. Events.

Manage, facilitate and coordinate events in the Town Centre

14. Business Newsletter.

Monthly newsletter for distribution to keep members updated with information.

15. Town Centre Awards.

Suggested Awards to enhance competition and visibility of examples of best practice in the Town centre. Opportunity to celebrate achievement and give businesses something to work towards.

16. Customer Service Standard (training and accreditation).

Enhanced the experience of Northallerton shopping through provision of customer services training and an associated accreditation for those organisations performing to high standards.

17. Business Info Packs (signposting to support & relocation advice).

Information pack to be prepared and distributed to organisations considering locating in Northallerton. Signpost to supports, property, case studies etc.

18. Signage.

To be considered – brown tourist signs required on local A roads to encourage traffic to deviate via Northallerton. Promotion of Market and attractions in Centre to raise profile of town. Better signage at train station and other key gateway areas.

Information Pack

In relation to all activities which have been actioned as a result of this Marketing Strategy, The board are advised to instruct the preparation of an information pack for all members which relates to the overall objectives of the strategy, a brief of the strategy itself, requests for input and resources, plus details regarding how they can get involved with actively promoting Northallerton. Suggested documents:

- A copy of the Marketing Strategy (objectives plus the communications plan) outlining priorities for action and resources required.
- Images of logo and Visitor Campaign concepts.
- Terms of use of logo and campaign concepts (i.e. recommendations to upload logo to their own website, use on literature, upload to their facebook profile etc).
- List of useful websites which relate to Northallerton.
- Calendar of Events.
- Date of up and coming workshops (Marketing, Media & Customer Service)
- Request for PR Forms (with suggestion to photocopy ready for any news stories in future)
- Registration of interest in Customer Service Award for Northallerton Businesses.
- Application form for inclusion of business details on the Website.
- Ideas input form (with suggestion to copy and utilise anytime they have ideas for Northallerton)
- Information regarding Northallerton Website, username and password (if applicable) and links to social media with recommendation on how best to use social media

ACTION

Preparation of an information pack and distribution at the Levy Payer Event meeting.

Preparation of the information pack in electronic format which can be downloaded/emailed to any interested participants.

Branding & Positive Perception:

Northallerton would benefit from a brand which is recognisable and defines the town. This branding could be utilised for various town centre events and campaigns as well as used by town centre businesses to promote a strategic alliance with each other. Active and positive promotion of the town centre by all stakeholders will be consistent if using the same imagery and message.

ACTION

- Design and development of logo & brand.
- Provision of logo in format which can be downloaded by all Northallerton Business
- Notes to accompany logo which dictate its terms of use.
- Issue of statistics regarding the high occupancy rates of retail units in the town centre, plus positive perception reported in recent research. Any supportive activity, positive press to be actively shared on social media and associated with the logo/brand of Northallerton.

RESOURCES

Required: Designer, Marketing Group

Responsibility Bid Manager

Target Market All

Visitor Campaign #wearenorthallerton

- Visitor Campaign – bring people on board with something visible, recognisable and positive.
- Encourage people to promote Northallerton via an array of mechanisms.
- Leaflets: Do you love Northallerton? Do you feel passionate about promoting what we have to offer in the Town Centre? Then let others know! What can you do?
- Tweet, LIKE us on Facebook, YouTube your videos/experiences in Northallerton, Visit & Shop
- Log on to the www.URL.co.uk website to find out what is going on in the area.
- Get involved! Join the BID.
- Stickers/Posters for traders to display.
- Car Stickers for residents and workers to display.

ACTION

- Campaign Concepts to be designed and integrated with Town Centre Brand
- Promotion of the campaign concept where relevant.
- Provision of logos in format which can be downloaded by all Northallerton stakeholders.

RESOURCES

Required: Designer, Leaflets, Stickers (for stakeholders) Car Stickers (for residents/visitors)

Responsibility BID Manager

Target Market All

Public Relations

- Local Press
- Sponsorship
- Community Engagement
- Radio Exposure
- Video Links

In order to generate awareness locally and nationally regarding the events, activities and good news from Northallerton, public relations activities are encouraged and individual businesses are actively invited to submit stories for publishing or make a request for reporting.

ACTION

- Media Training Workshops to be arranged and advertised to local businesses, charitable organisations and community groups.
- Deliver Media training Workshops (2 = one morning & one evening).
- Make PR request template available to all businesses (via website or via post).
- Actively encourage community groups, charities etc to utilise the facilities in and around Northallerton Town Centre for events.

RESOURCES

Required: Media training (dealing with the media, writing PR etc) Professional PR Services to write copy and publish stories via press. Request for PR Template.

Responsibility Target Market Businesses, Community Groups, Charities & Area Representatives.

Website

A website specifically for Northallerton would allow opportunities for the traders, residents, public, private sector and all other stakeholders to communicate. Significant research has been undertaken to identify some examples of best practice and case study sites which could be replicated to enhance the coherence of the town centre community.

Features:

- Welcome/home page
- Links to complementary sites i.e. Council, Communities First
- Calendar of events
- Links to social media
- Loyalty Card Function
- Online Forum
- Business Directory
- Development updates (renovations, plans etc)
- YouTube videos of the town to showcase it in its best light i.e. events, shopping, restaurants and hotels.

ACTION

- Agree on a website specification for the town centre website.
- Obtain Quotations for development of a website which will act as a hub for communication and allow individuals/businesses to update others with news/events etc.
- Agree a web manager for content and updates to the site.
- Agree a point of contact for all enquiries from the site itself.
- Schedule a quarterly review meeting of the website & social media to ensure well managed, promoted and updated.

RESOURCES

Required: Copy writing, Website Designer, Hosting Charges, Domain Name Purchase, Updates required, Online login requirements, Website Manager, Point of contact

Responsibility

Target Market BID members, stakeholders of Northallerton.

Social Media

Dedicated Northallerton Social Media profiles account to be created and managed effectively.

ACTION

- Agree an online social media manager for Facebook, Twitter and LinkedIn Group
- Establish the following accounts: Facebook, Twitter, Instagram, LinkedIn Group
- Schedule a weekly plan of activities for updating these social media mechanisms and keep a record of all feedback, likes and follows.
- Schedule a quarterly review meeting with online committee to ensure positive media management.
- Activate links to You Tube where and when relevant

RESOURCES

Required: Social Media Manager, Social Media Monitoring Form

Responsibility

Target Market All

Database

Developing a database of individuals who have a stake holding in Northallerton is key for the sustainability of the BID and in relation to obtaining feedback from the initiatives/promotional tools introduced.

- Business Database
- Community Organisations
- Residents
- Tourists/Visitors

This database can be used for distribution of information relating to the Town Centre and will also link with the Loyalty Card Scheme/business directory.

ACTION

- Agree on information to be requested from stakeholders (i.e. fields to complete – name, address, email etc)
- Integrate an online function (website if applicable) whereby individuals can register their details to keep updated with information regarding Northallerton.
- Retain information under the data protection act – drawing on the source as and when necessary for promotional purposes, distribution of information or to conduct further research.

RESOURCES

Required: Database System, Online data entry function, Hard copy application form,

Responsibility BID Manager

Target Market All

Loyalty Scheme/Card

Development and distribution of a leaflet with loyalty card/scheme which can be utilised in the shops within the town centre, along with service providers. Discounts are decided upon by the individual shops, and all adhere to one card.

Each loyalty card holder should register their card online (contributing to database)

Each loyalty card holder will receive an email newsletter (see latter)

ACTION

- Identify organisations willing to participate in the Loyalty Card Scheme and agree discounts/offers to be published via the Website (to be agreed).
- Design loyalty card format and agree distribution (collect from participating shops? Drop door-2-door)
- Obtain quotations for distributing door-2-door in the Northallerton area.
- Obtain quotations for printing the loyalty card.
- Ensure the function is integrated on the website so people can request a card and register their details.
- Ensure data entry is linked with overall Database system.

RESOURCES

Required: Participating retailers; Designer, Printing Company, Distribution Company

Responsibility Target Market Retailers and Stakeholders of Northallerton

Parking Initiatives

Parking was considered one of the major issues amongst the levy members, as a barrier to trade/shopping/visitors etc. Various schemes could be considered in the future – but further research is required.

ACTION

Plan out some proposed schemes for integration which are manageable from both council and trader level i.e Thursday and Fri FREE Parking after 3pm. Or one FREE parking day during the week.

Proposal to be developed with mechanism for feedback to suggest this has a positive effect on trade during those times which will support future strategies for parking within the town centre.

Suggest existing parking initiatives are well promoted via retailers i.e. FREE Parking on a Sunday.

RESOURCES

Required: Board/HDCto develop proposal.

Responsibility Board to allocate responsibility to research effects.

Target Market Age 17+

Maps

Develop a shopping map (reverse of Monopoly board)

Distribution of the Maps via the Forum was suggested – along with tickets.

ACTION

Research to determine how well received/utilised the maps will have been.

Decision based on research as to whether these should be reprinted year on year.

Obtain feedback from those advertising within the map in relation to how successful they have been at promoting their services/products.

Gauge interest from other retailers, town centre businesses who might be interested in advertising in the future.

RESOURCES

Required: Research to ascertain success of maps/perception of use.

Responsibility BID Manager

Target Market All

:

Information Centre

Research the possibility of moving the Tourist Information Centre to a position outside the Town Hall and reusing the building for another use, suggest public toilets?

ACTION

Research options and costings of moving the town centre information point.

Prepare a proposal for management – what resources would be required, opening times etc.

Submit proposal to secure support for integration of Northallerton Information Point.

RESOURCES

Required: Proposal for Town Centre Information point.

Responsibility

Target Market Residents, Businesses, Visitors, Tourists & Community Groups.

Local Publication for the Town Centre mini “What’s On” (print/electronic)

Preparing a what’s on guide on a quarterly basis for distribution via information centres, local retailers etc could provide an outlet for additional advertising, as well as a resource where all information can be found in one publication for the coming quarter.

ACTION

- Research other town centre What’s On Guides and establish format of quarterly brochure.
- Secure regular feature writers in the publication i.e. health, recipes, relationships, short stories, community involvement etc.
- Obtain costings for printing of quarterly brochure.
- Prepare a pack for advertisers with costings – annual advertising (4 issues).
- Allocate responsibility to someone for obtaining advertising for the magazine.
- Secure income to cover printing costs.
- Embark in production and distribution of the publication.

RESOURCES

Required: Designer, Contributions (writers) Advertising Sales Manager, Printing Company

Responsibility Board

Target Market ALL

Events (inc attendance at exhibitions/trade shows and tourism events.

1. Northallerton 10K
2. Homegrown Food Festival
3. Northallerton Carnival
4. Independents Day
5. Bonfire Night
6. Santa Sunday/Christmas
7. Town Centre Awards

Plus other events such as outdoor sporting/cinema events, enchanted forest/magic lantern events etc

ACTION

- Link with the events team and ensure all members are aware of events already occurring in the Town Centre.
- Ensure events are registered in the online Calendar and included in the monthly newsletter/publication.
- Ensure individuals are made aware of up and coming events and encouraged to promote via their own networks
- Ensure individuals and businesses are aware of the calendar facility and encourage them to include their own events on the listings so that information is shared in the Town Centre.

RESOURCES

Required: Online calendar, Inclusion of events updates, Inclusion of events in the newsletter and what's on publication proposed.

Responsibility BID Manager/Marketing Group

Target Market ALL

Newsletter

A monthly newsletter could be prepared and distributed to all within the database electronically initially, and if required – in print format. This could link with the Loyalty Card so new offers relating to the card are also publicised, and those businesses involved in the scheme can advertise, promote their special offer.

ACTION

- Agree a format for the newsletter
- Secure regular contributors to the newsletter (recipe, business focus, events etc)
- Set deadlines for submission of content for the newsletter (i.e. third Monday of month)
- Prepare an electronic template (mailchimp) and input data from database (emails) of those who have signed up for updates.
- Distribute monthly newsletter.

RESOURCES

Required: Newsletter Manager, Input from contributors, Mailchimp facilities (or similar) Email addresses from database

Responsibility BID Manager and Marketing Group

Target Market All stakeholders and those registered for loyalty card updates.

Town Centre Awards

Developing the Town Centre into an area offering quality services, resources, attractions, entertainment and amenities is key and to encourage best practice, it is suggested that Town Centre Awards are introduced to recognise those who are performing well and actively contributing to a positive Northallerton.

Suggestion for Awards:

- Best Independent Retailer Award
- Best National Retailer Award
- Market Trader Award
- Best Hotel Award
- Best Café Award
- Best Restaurant Award
- Best Bar Award
- Best Entertainment Venue Award
- Best Event Award

ACTION

- Establish interest in hosting and participating in awards.
- Agree a judging Panel for the Awards and date for official ceremony.
- Price location and plan event costings. Outline ticket price for attendees.
- Develop application form for consideration of an award and judging criteria.
- Launch the awards, invite applications and schedule timescales for application reviews.
- Sell tickets for the Awards ceremony and develop an interest in the process.
- Facilitate judging prior to Awards Ceremony.
- Arrange logistics of Ceremony and Host Awards.
- Issue Press Release regarding award winners.

RESOURCES

Required: Judging Panel, Award Applications/Applicants, Location for Ceremony, Tickets and booking facilities, Awards/Certificates. Event Planning Logistics.

Responsibility BID Manager and Marketing Group

Target Market Northallerton Businesses

Customer Service Standards

To raise the standard of customer service in Northallerton to ensure a strong and consistent welcome to the area, Customer Service training would be introduced to all retailers, and an accreditation for those meeting the standards would be a great mechanism to enhance the profile of Northallerton and ensure we capitalise on the “Experience” as the Unique Selling Point.

An official stamp of approval could be granted based on retailers completing the training, and fulfilling the criteria set out. Annual Awards for the Town Centre could include a Customer Service award and would generate competition between traders.

ACTION

- Identify Customer Services training expert to outline workshop for traders in town centre.
- Workshops to be agreed and participants invited.
- Launch accreditation scheme so this encourages participation.
- Outline criteria for accreditation i.e. set criteria the trader needs to meet to be accredited to standard.
- Prepare official documentation/certification and stamp of approval for successful applicants.
- Arrange mystery shopper activities and reporting functions to assess delivery of customer service.

RESOURCES

Required: Customer Service Trainers, Workshop Materials, Customer Service Standard Logo, Certificates, Mystery Shoppers

Responsibility BID Manager and Business Support Group

Target Market All local Traders

Business Information Packs

Established businesses – access to support available in the town centre. New businesses – access to information regarding locating in the town centre.

ACTION

· Northallerton and HDC to prepare a pack for distribution to those businesses interested in locating in the Town Centre.

Invitation to local businesses established to provide case study information on why Northallerton is the place to be, and what support they have obtained over the years.

Directory of support to be prepared for issue on the website and promoted via the communication channels.

RESOURCES

Required: Input from Economic Development Biz Services. Information from UK Government/Inward Investment, case studies from existing businesses (prepare template for completion).

Responsibility BID Manager and HDC

Target Market Businesses

Signage

Suggestion to increase number of brown signs from local A roads into Northallerton to direct traffic/passing trade to the centre. For further consideration. Brown signs are dealt with by the local highways authority on local roads. The Highways Agency should be consulted. Brown Signs are regulated under the "traffic Signs Regulations and General Directions 2002" Regulated by the Department for Transport. There are various qualifying criteria in relation to whether the "attraction" fits the definition of a tourist destination and the number of visitors per annum this attracts. This is for further research & consideration by the marketing group.

RESOURCES

Required: TBC

Responsibility BID Manager and HDC/North Yorkshire County Council

Target Market Tourists/Visitors

Management and monitoring

In order to maximise the effectiveness of the communications plan and marketing strategy as a whole, feedback needs to be obtained in relation to what methods of promotion are working well and how they can be improved in the future.

Once the strategy and communication plans are signed off, and implementation commences, it is important to draft a feedback form based on gathering data regarding response to the activities implemented.

Traders, residents and visitors will be requested to complete questionnaires on a 6 monthly basis to gauge improvements noted as a result of intervention. A representative sample will be asked to participate in the research so we gather quality, reliable and valid feedback.

COMMUNICATIONS TOOL	MONITORING METHODOLOGY	INITIAL	6 MTH	1 YEAR	RESPONSIBILITY
Information Pack	Members to sign for their pack so we are aware who has the relevant information. Updates to be provided annually				
Branding	Awareness questionnaire				
Campaign	Awareness questionnaire. Online monitoring. Social Media Activity. Sales of related materials. Distribution of stickers/posters.				
Public Relations	Awareness questionnaire. Column inches of Northallerton activity in local press.				
Website	Number of visitors to the site.				
Social Media	Number of likes/followers and general activity (reach)				
Database	Number of contacts within the database				
Loyalty Card	Number of registrations and users of the loyalty card.				
Parking Initiative	Car Count in relevant car parks. Recognition of increased trade by retailers.				
Maps	Feedback from stakeholders				
Information Centre	Frequency of visits. Feedback questionnaires on information provided and service experienced				
Local Publication	Awareness and income generated from advertising.				
Events	Participation reports. Feedback questionnaires				
Newsletter	Monitor number of "opens" and click through.				

Town Centre Awards	Entries for awards and associated exposure. Ticket Sales				
Customer Service Standard	Participants in workshop Applications for accreditation. Business				
Information Packs	Distribution of Biz Information Packs.				
Signage	TBC				