

Report to: Regeneration Panel
Cabinet

Date: 21 January 2009
22 January 2009

Subject: Marketing Income Update

Report of: Executive Director of Environmental Services

Contact officer: Mike Matthews 01942 828890

Purpose / summary: Marketing income.

Alternative options considered and reason for selecting the one recommended:

Recommendation / decision: Members to approve the Wigan town centre marketing income strategy as a framework to generate income to be reinvested in the town centre.

Key Decision: This report involves a key decision within ground(s) 4.

The decision made as a result of this report will be published within **48 hours** and cannot be actioned until **seven working days** have elapsed, i.e. before 3 February 2009.

This item is included in the Forward Plan.

Risks / Implications:

Financial: Using market place as a commercial marketing opportunity has the potential to raise up to £30,000 per annum revenue for the council. This revenue has already helped fund a range of town centre events and marketing and has encouraged match funding from the private sector.

Staffing: Within existing resources.

Policy: N/A

Equal Opportunities - Has a Diversity Impact Assessment been conducted?

A diversity impact assessment is not necessary at this stage, however, equality and diversity implications have been considered when producing this report.

Wards affected:

Wigan Central.

Property Implications – Does the proposal involve a reduction, addition or change to the Council’s asset base or its occupation?

No

If yes, have the property implications been agreed with the Corporate Property Officer?

Does this proposal have significant implications for the Council and the local population?

A diversity impact assessment is not necessary at this stage, however, equality and diversity implications have been considered when producing this report.

Does this proposal involve a new policy or procedure or significant changes to an existing policy or procedure?

A diversity impact assessment has been undertaken and is attached as an appendix to this report.

Has the Service Director - Borough Solicitor confirmed that the recommendations within this report are lawful and comply with the Council’s Constitution? **Yes**

Has the Executive Director Business Support Services confirmed that any expenditure referred to within this report is consistent with the Council’s budget? **Yes**

Are any of the recommendations within this report contrary to the Policy Framework of the Council? **No**

For Cabinet reports only :

Categorisation of the report:	x
Discussion leading to a decision	
Monitoring	
Sharing for corporate understanding	

	x
Discussion	
Decision	x
Information	

Tracking/Process:

	Consultation	Ward Members	Partners
Panel	Overview & Scrutiny	Cabinet	Council
Regeneration 21 January 2009		22 January 2009 12 June 2008	

There are no Background Papers to this Report within the meaning of Section 100D of the Local Government Act 1972.

Proper Officer Martin Kimber

Date 5 January 2009

1.0 Background

1.1 On the 12 June 2008 Cabinet approved the Wigan town centre marketing income strategy and requested the Director of Environmental Services to bring a report to a future meeting of Cabinet to update Members on the progress that has been made on the strategy.

2.1 Proposal

2.1 There are 2 opportunities for commercial promotional space in Wigan town centre. It is essential that locations are chosen which will benefit promoters due to footfall, surrounding stores and location.

2.2 The following sites were identified as those offering the best opportunities:

- Main Promotional Area – Market Place;
- Marsden Street – Adjacent to the loading area. This location has now been changed to the Loading area on Standishgate as recommended by the Councils' Traffic Manager. This area is also used to promote Council initiatives.

2.3 The sites that have been identified are suitable for all types of brand experience; sampling activity and/or large campaign. In addition, as busy areas they are suitable for getting leads for customers 'customer acquisition activity' and a great location for a variety of marketing opportunities.

3.0 Objectives

3.1 On the basis of this information Wigan town centre management are looking for promotional activity and income generation in order to enhance the customer experience and if possible the introduction of national promoters and brand experience campaigns including sampling activity and road shows.

3.2 Revenue levels – working with specialist marketing companies to promote the area it is estimated that there is potential to achieve up to £20,000 per annum in the current economic climate.

4.0 Outcomes to Date

4.1 During the past several months various options have been considered, contractual documentation procurement has taken place in order to obtain a professional commercial operator to manage the promotions area. We are now in the final stages of this process.

4.2 In order to develop a marketing income for the current financial year town centre management have been operating the promotions areas 'in house' and in 7 months have raised £19,600.

4.3 This has enabled town centre management to undertake a number of promotional activities and attract match funding from the private sector. A recent example of this is the successful partnership created for Wigan's Christmas events where the private sector contributed two thirds of the funds required for the events.

4.4 With the new marketing budget a host of professional promotions can be

designed with our partners. This will add value to visitors and make a positive contribution to the street scene, the calendar of events is currently being created and subject to partnership approval so far includes:

March	Fair-trade event	Fair trade street markets and awareness
	Continental Market	Traders from continental Europe
May	Hot on the Streets	Street arts and community performers
June	Arts for all at Wigan	Local community performers, visual artists, community stalls. Project showcases
July	International Jazz Festival	Enhanced area for live music and displays
	Haigh Festival Promotion in Wigan Town Centre	Marketing Booth Possible unplugged session
August	Wigan Beach and Fun in the Sun	Working with the galleries shopping centre to provide family entertainment in both the Galleries and Market Place.
	Wigan One World Festival Promotion in Wigan town centre	Marketing booth. Possible local performers, banner and flag making workshops.
November	Continental Markets	Traders from continental Europe
	Christmas Lights	Celebrates the switching on of the festive displays.
	Santa's Parade	Santa and live reindeer visit the town with a community parade.

5.0 Conclusion

- 5.1 Cabinet is requested to approve the Wigan town centre marketing income strategy as a framework to generate income to be reinvested in the town centre.

Martin Kimber
 Executive Director of Environmental Services
 RP/ER/MM/LC/33.0P
 5 January 2009

Diversity Impact Assessment form

Section: Economic Regeneration Office

Policy/Service Area: Town Centre Management

Person Completing Form: Mike Matthews

Date: 22/12/08

Do any of the below groups suffer specific disadvantage (please indicate)

	Yes	No		Yes	No
Race		X	Disability		X
Ethnicity		X	Gender		X
Age		X	Religion		X
Class		X	Sexual Orientation		X

Is there evidence of disadvantage or associated problems?

No

How was the information collected and/or who have you consulted with?

Wigan Town Centre Management Group.

Action Plan – *What specific actions are planned to tackle any disadvantage identified?*

None

Is the policy in line with current equality legislation and relevant codes of practice?

Yes

Timescale	
Responsibility	
Comments	

Are the actions specified included in any other documents/plans?

Departmental Service Plan	
Section/Team Plan	
Other (Specify)	

Date for further review
