Christmas was once again a vibrant period for the town centre, kicking off in fine style with the annual Christmas Lights Switch-On event. Over 8,000 people attended the event in All Saints’ Square, Effingham Street and Market Square and were entertained by acts from The Voice and the cast of the Beauty and the Beast pantomime, in addition to an evening street market and children’s entertainment.

Other events featured during the festive period were a Festive Fun and Skate event, including a synthetic ice-rink in All Saints’ Square, a Dickensian Christmas celebration, and the ever-popular Real Reindeer Parade. This year saw the launch of a new Town Centre Christmas Gift Guide which not only gave essential information about Christmas in Rotherham, but featured 16 pages of gift and present ideas from our retailers in categories including Gifts For Her, All the Trimmings, Stocking Fillers and Gifts for the Little Ones. 40,000 copies of the Guide were distributed throughout the Rotherham area, with household doorstep drops, copies in libraries, surgeries etc., and with major employers in the borough.

Anecdotal comments are that the Gift Guide was very well received and opened people’s eyes as to what was actually available in Rotherham, with many people specifically visiting shops to purchase gifts featured in the Guide.

Members of the team and staff from a number of town centre businesses and local organisations also took part in the Personal Shopping and Gift Wrapping Service on four Saturdays in the run up to Christmas. The team were out and about helping shoppers find the right gifts and ensuring they had the best experience. A big thank you goes to B&M, The Federation of Small Businesses, McDonalds, Greggs, Santander, The Source, The Works and Wilkinsons who all contributed to the cost and success of the project.

Once again FREE parking was offered in Council-run Car-Parks and on-street bays on Saturdays in the run up to Christmas, giving shoppers even more reason to support their local town centre.

We are now undertaking research to gain feedback on subjects including Christmas trading, festive Sunday opening and the value of the Gift Guide, to inform future plans for Christmas 2014.

Finally on behalf of all at the Council’s Retail Investment Team we’d like to wish you a happy and prosperous 2014.

The run up to Christmas saw the launch of a new promotional campaign for the Town Centre which will extend into 2014. ‘I Shop Local – You Should Too’ is the campaign theme to promote the benefits of Shopping Locally, and encourage shoppers to sign up for the Shop Local discount card.

The campaign features real Rotherham people, plus occasional local celebrities, discussing the benefits of shopping locally and acting as ambassadors, ultimately encouraging other residents to follow their lead. The aim is to illustrate the benefits of supporting the town centre, both to the customer in terms of quality, value for money, variety, etc., and the wider benefit to the local economy, with monies spent locally being largely retained within Rotherham. The Christmas adverts which ran in the Rotherham Advertiser, Rother FM and through social media, featured a range of people including an RCAT student, working professionals and a mother with young children.

Their comments included:
“I like the variety. I can come down and do supermarket shopping, market shopping and there are lots of lovely little independent shops as well. We live here and if we spend here we’re keeping the money locally, so it goes to help the economy.”
“I do like the independent shops and the boutiques. There’s a lot more vintage; a lot more variety than just the average shops. I like to buy things that are one of a kind. I like to be different. I like to have the variety - what everyone else hasn’t got.”

People will be identified for future campaign activity, reflecting the diversity of the shoppers that visit Rotherham Town Centre.

The campaign will continue into 2014 and will link to other national campaigns including Independent’s Day and Small Business Saturday.

New Shopping Locally campaign launched
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The distinctive blue and gold Hastings Clock has been returned to Effingham Square as part of TCN UK’s redevelopment of the former Civic Buildings’ site for the new Tesco supermarket development. The five tonne Grade II listed structure will now form the centrepiece of a new pedestrian landscape.

The clock has undergone a comprehensive 17-week programme of refurbishment, with each component stripped down and re-painted in its original colour scheme, any damaged areas repaired, the glass in the clock face replaced back to its original leaded face and the mechanism fully serviced.

Commissioned and presented to the town by Rotherham businessman, James Hastings to commemorate the coronation of King George V, it was originally unveiled in Effingham Square in 1912 but was moved in 1963. It was put into storage before being relocated to a site adjacent to Walker Place in 1969. Now it’s back in its old home and will be the centrepiece of the new-look Effingham Square.

No. 26, The Makers Emporium coming to the High Street soon

Offering low cost flexible space in a professionally managed retail environment, No. 26, The Makers Emporium will bring new, quality unique products to the High Street as well as helping local makers, artists, crafters and designers to grow their business and test their products on Rotherham’s shoppers.

Opening in April 2014, the 3,000 sq ft former SNAFU unit will also house two new Pop Up Shops, providing even more opportunities for new start businesses to test their concept and grow, in what is fast becoming Rotherham’s ‘Independent Quarter’... The spaces will be advertised very soon, so watch this space.

Opportunities not to miss!

Marketing Training

In 2013 two rounds of Marketing Training took place at The Source which 19 businesses benefited from. An additional course may be run if there is sufficient interest and will be the last marketing training session and opportunity to apply for marketing grants. Interested businesses should contact the team urgently on 01709 254444 to register.

Following the training, ten businesses have so far received £750 worth of grant funding to help fund, amongst other things, radio advertising, website development and producing promotional literature.

Business Development Grants

Another town centre business has successfully secured funding under the Business Development Grant Scheme. Stems Florists on Corporation Street presented a business plan showing how renovation to the premises would drive footfall, allow an expanded product range and make the day-to-day operation of the business more manageable.

The final touches to the project are just being completed and Vivienne and her team look forward to a re-launch very soon.

To find out how your business can get free business advice and an opportunity to bid for up to £7,500 contact the team on 01709 254444.

Shopping at Riverside

Following feedback from both retailers and shoppers attending the Shopping at Riverside event in November, an additional date in the calendar was requested focussing on another seasonal event. As such it is agreed that retailers will be given the opportunity to trade ahead of Mothers’ Day (30th March) and Easter (20th April) on Wednesday 19th March.

Application forms will be distributed to retailers with this newsletter and all completed forms must be returned by no later than Friday 14th February 2014 to register interest. As per previous events, all retailers will be invited to take part; however, priority will be given to those businesses offering products and services that relate to the Springtime/ Easter/ Mothers’ Day theme and which are offering special promotions for Council employees.
New artwork for Rotherham Town Centre

Plans are afoot for a new mosaic artwork piece in Rotherham Town Centre and local retailers, community, heritage and arts groups are all invited to help decide the design of the work.

Funds have been secured from Arts Council England and developers TCN (building the new TESCO store) to create the artwork. Local and national artists will be involved to compile contributions from, and consult with, local retailers and communities, as well as stage a launch event in the town centre.

The project team would like to use local shops and ‘pop up’ arts venues to lead and host the consultation and will also run community workshops in the town centre to allow as many people as possible to contribute to the design.

Rotherham Council’s Arts and Regeneration Officer, Lizzy Alageswaran, is therefore looking for representatives of local retailers to join residents and a Councillor on a Steering Group to supervise the consultation, or to offer venues for creative workshops or consultation events.

For further information on both these projects contact Lizzy on 01709 823636, or by email on; lizzy.alageswaran@rotherham.gov.uk

Information will also be posted up the Facebook page, Arts in Rotherham.

Fitzwilliam & Hughes opens at Imperial Buildings

Shoppers and visitors to Rotherham Town Centre have the opportunity to enjoy coffee, cake and much more with great views of Rotherham Minster and the Minster Gardens, following the opening of the Fitzwilliam & Hughes coffee shop at Imperial Buildings.

The coffee shop provides a range of premium coffees, quality teas and hot chocolate drinks alongside breakfast sandwiches, cakes, lunch time Paninis and traditional afternoon tea.

Darren Hughes, owner of Fitzwilliam & Hughes, said: “We’d felt for a while that there was the market for a quality coffee shop in Rotherham town centre. With the ideal location becoming available, and the addition in recent years of new independent shops and the restoration of the town’s historic quarter we decided this was the time to bring our concept to Rotherham.”

Councillor Gerald Smith, cabinet member for regeneration and development at the council, said: “Rotherham provides a great shopping and leisure experience, increasingly attracting both new shoppers and new businesses, and the addition of Fitzwilliam & Hughes adjacent to the Minster Gardens further enhances the town’s attractions.”
Abby Pharmacy wins Pharmacy of the Year title

Rotherham’s Abbey Pharmacy has won the prestigious ‘Pharmacy Business of the Year’ at the 2013 Pharmacy Business Magazine Awards.

The glittering awards evening at the Park Plaza Hotel in London, attracted around 900 guests and some of the healthcare sector’s most influential figures.

Award judges were impressed at how owners Andrew and Sally Porter battled back against the odds following a serious fire at their Howard Street pharmacy in 2011, and took the bold step to invest in an exclusive refurbishment. This resulted in a stunning, modern pharmacy offering what one judge described as “exemplary community healthcare,” underpinned by clinical excellence and state-of-the-art technology.

On collecting the award Andrew Porter commented; “I’d say to anyone out there who is facing difficult times or bad times to never give up. You’ve just got to keep going and only by doing that will you get to where you want to be.”

‘Shop Local’ message boosted by ‘Small Business Saturday’ campaign

On Saturday 7th December a large number of Rotherham Town Centre retailers participated in the national ‘Small Business Saturday’ campaign which encouraged UK shoppers to support their local small businesses.

The campaign theme is that shopping locally is not just good for your pocket; it’s good for the local economy. Research shows that for every £1 spent with local independent retailers then up to 70p is retained within the local economy, compared to only 40p spent with national retailers. Participating retailers offered a weekend of promotions to reward loyal shoppers, providing offers, discounts and free gifts in their stores.

Rotherham Dementia Action Alliance (RDAA) is made up of organisations from the public, private and charitable sectors committed to transforming the quality of life for Rotherham people living with dementia and for those who care for them.

RDAA are looking for local retailers and businesses to join them. Member organisations will help produce an Action Plan to bring about improvements for anyone affected by dementia, whether directly or indirectly.

Local businesses will be provided with information, networking and development opportunities to help benefit both local businesses and local people.

For more information contact david.coldrick@homeinstead.co.uk or call on 01709 837170.

The next Rotherham Voice meeting will take place on Wednesday 12th March at the New York Stadium from 5.45pm (for a 6pm start).

Action on Dementia

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The Business & Retail Investment Team is a service within Rotherham MBC. Contact the team with your news on 01709 254888

If you or someone you know needs help to understand or read this document, please contact us.

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rotherham town centre

Ak vy alebo niekoľko koho poznáte potrebujete pomoc pri pochopení alebo čítaní tohto dokumentu, prosím kontaktujte nás na vyššie uvedenom číslu alebo nám poštite e-mail.