

## Shopping Centres Christmas Marketing Campaign

## Item 2a Annex 2

Centre	Main Event	Shop Local	Discount Days	Consultation
<b>Hetton</b>	<p><b>4.30 p.m. 25 November 2011</b> Christmas lights switch on at the Redwood Tree, Hetton</p> <p>Mayor of Hetton Town Council</p> <p>Carols, music and family fun</p> <p>Santa's Grotto in the crèche at the Hetton Centre from 5.30 – 7 p.m.</p>	<p>Shop Local leaflets and flyers to be distributed to shoppers, schools and community organisations – a list of events will be printed on the reverse</p> <p>Posters in shops/ bus stations etc..</p>	<p>Info will be distributed on 25 Nov and 9 Dec during volunteer fair. Shop Local promotion will give information on discount days and promotions for local shops</p> <p>'I shopped local' stickers for retailers to give out</p>	<p>Shoppers will be asked what they like/don't like about their shopping centre – info will be used to develop post Christmas marketing</p> <p>Suggestion box (prize draw) on 25 November and 9 December and throughout December at Hetton library</p> <p>Recycling promotion and safer neighbourhood information</p>
<b>Houghton</b> Christmas lights will be switched on 17 Nov	<p><b>3<sup>rd</sup> and 10<sup>th</sup> December 2011</b> Carols, music and family fun in the Town Centre</p> <p>Santa's sleigh</p> <p>Santa's Grotto in Houghton Rectory Park 10.30 – 11.30 a.m. and 2.30 – 3.30 p.m.</p>	<p>Shop Local leaflets and flyers to be distributed to shoppers, schools and community organisations – a list of events will be printed on the reverse</p> <p>Posters in shops/ bus stations etc..</p>	<p>Info will be distributed on 3 and 10 December 2011 in Houghton Town Centre. Shop Local promotion will give information on discount days and promotions for local shops</p> <p>'I shopped local' stickers for retailers to give out</p>	<p>Shoppers will be asked what they like/don't like about their shopping centre – info will be used to develop post Christmas marketing</p> <p>Suggestion box (prize draw) on 3 and 10 December at Rectory Park and throughout December at Houghton library</p> <p>Recycling promotion and safer neighbourhood information</p>
<b>Shiney Row</b>	<p><b>4.30 p.m. 24 November 2011</b> Christmas lights switch on at the tree</p> <p>Drama group in traditional dress</p> <p>Carols, music and family fun</p> <p>Singers lead families to Santa's grotto</p> <p>Santa's Grotto at Shiney Row Advice and Resource Project (ShARP) from 5.30 – 7 p.m</p>	<p>Shop Local leaflets and flyers to be distributed to shoppers, schools and community organisations – a list of events will be printed on the reverse</p> <p>Posters in shops/ bus stations etc..</p>	<p>Tuesdays 6<sup>th</sup>, 13<sup>th</sup> and 20<sup>th</sup> December 2011 at ShARP and in shopping centre. Shop Local promotion will give information on discount days and promotion for local shops</p> <p>'I shopped local' stickers for retailers to give out</p>	<p>Shoppers will be asked what they like/don't like about their shopping centre – info will be used to develop post Christmas marketing</p> <p>Suggestion box (prize draw) will be available in Shiney Row library and at ShARP</p> <p>Recycling promotion and safer neighbourhood information</p>

Notes:

FLYER - Double sided flyer with details of the three events on one side, and Shop local this Christmas on the other.

POSTERS – Two to be produced. One with the details of the three events on, and one with the shop local branding, and an empty space for the retailers to add their own info eg opening times, special offers etc.

PR - Something to be sent to the Echo and the local radio stations about the events

ONLINE - Information to be added to website, facebook and twitter pages and Sunderland events website

DISCOUNTS – Two discount days in each shopping centre (dates tbc) e.g. order your Christmas turkey and get the stuffing and sausages free, buy a cup of coffee in our café and get a free mince pie, order your Christmas flowers and get 10% discount (to be confirmed once consultation with shop keepers is finalised)

SUGGESTION BOX AND CONSULTATION – To end on 20 December and prize winners announced next day

RECYCLING PROMOTION – See through recycling bin filled with cans – guess how many cans, nearest wins the prize. To be used as an educational tool.

SAFER NEIGHBOURHOOD INFORMATION – Information regarding the reduction in crime (particularly ASB) to be distributed. Information about activities for young people will be given out. Police to provide key messages to improve negative perceptions of crime

CAROLS, MUSIC etc.. – Further details once finalised. Awaiting confirmation from schools, bands, choirs and local organisations/volunteers

STREET SCENE – Liaising with colleagues to ensure activity does not impact on cleaning regimes etc

TIMING OF MAIN EVENTS – Consulting with local shop keepers re remaining open until after 6 p.m. at Hetton and Shiney Row on the day of the switch on