

SCOPE FOR POTENTIAL WEST SHOPPING SUPPORT PROJECT- SUPPORT ING JOB PROSPECTS PRIORITY WITHIN WEST WORK PLAN

Area	Pallion Shopping Centre, St Luke's Terrace
Scope	To identify ways in which to improve the retail offer and support local shopping centres during these difficult economic times. It aims to identify ways in which to develop the retail offer by supporting existing retailers and attracting more shoppers.
Link to job prospects priority	Once established, the local business forum could engage with the VCS organisations in the area to support delivery of work placements and work experience opportunities. Work placements could rotate throughout the businesses within the forum, enabling the forum to 'grow their own'
Research required	<p>It is important to understand the needs and wants of the businesses and shoppers in the area</p> <p>A survey could be conducted by the Business Investment Team to gather the views and opinions of businesses and capture thoughts and ideas on the things we could improve</p> <p>The findings of the survey will help determine how best to respond to business needs in the area</p>
Potential activities to support local businesses	<p>Enhanced Streetscene – already underway to install advertising litter bins, planters with colourful displays, paint remaining street furniture, hot wash pavements, review corner vacant premises</p> <p>Establish trader association/forum – potentially using Pallion Action Group (PAG) premises to meet and agree way forward to work collaboratively, (following initial encouragement and engagement to work together, via door knocking by the Business Investment Team). Potentially providing an arena for Councillors and businesses to engage/provide consultation vehicle.</p> <p>Research business in the area – what have we got? What do we want? What is required by existing traders, existing shoppers and potential shoppers? Explore examples of best practice from other parts of the country? Explore current and future opportunities from strategic/mainstream council budgets? Consider retail needs assessment and economic master plan to examine the strategic fit of the West area</p> <p>Marketing and promotion - Voucher scheme/booklet: all traders to offer percentage off scheme within one advertising booklet, dropped to every household within the area</p> <p>One to one retail support – improving visual impact of premises through merchandising as well as improved digital media communications, website development etc.</p> <p>Workshops – delivered to businesses on customer services, operations / financial management etc. - all key to supporting the existing business to succeed in what is a very difficult economic climate</p> <p>Empty shops initiative – community space, art space, advertising in empty</p>

shop windows etc

Local shopping events – focusing on potentially Christmas, Halloween, Easter, Holidays etc., to encourage local shopping – Love where you live, Love Sunderland

Improving job prospects – once local businesses are positively engaged, opportunity to support West Area Committee priority to enable young people who are NEET to gain valuable work experience, potentially working across all businesses within the local area, gathering valuable experience and increasing confidence to enter the workplace environment