



Promotional ideas

Think about your target audience. Different promotions attract different groups. Are you selling to local people or visitors? Involve as many shops in your town as you can.

- **Leaflet**
Produce a map and guide to local shops and services for visitors to the town so they can see at a glance what is available in the town to be distributed in shops and through your tourist information centre.
- **Passport/loyalty cards**
Loyalty cards reward people for shopping locally, people receive a sticker every time they shop at a local shop. When their card is full they enter it into monthly draw with a cash prize or receive discounts in local shops.
- **Joint promotions**
Join with other traders in your town to offer a “Blue Cross Sale” on the same day for one day only to attract customers into town. Could you and a complimentary trader offer something together e.g. card shop and chocolate shop/wine shop and gift shop.
- **Late night shopping scheme**
One late night shopping night once a month for the whole town centre. In towns where many people commute out to work in the cities this can be an opportunity to pick up some trade from people walking back from the train station after work.
- **Best dressed window**
Get as many shops as possible to participate and get a customer to be on the judging panel, someone from the passport scheme. This is very visual so offers opportunities for good press coverage and creates links with other community events.

● **Christmas events**

Switch on events can be a great opportunity to remind people about their local shops and the array of products you sell. Shops can run mini quizzes or have a raffle or a tombola with small prizes for children.

● **Local events**

Tie promotions into other events in your town such as carnivals and festivals. Have a themed weekend with special promotions for over 60s/young people.

Sources of information and useful contacts

www.highpeak.gov.uk/business/

High Peak's new re-designed business web portal gives information & links - *the first port of call for local businesses*: includes links to all local and national business support advisors & services as well as town profiles and vacant commercial property.

www.eastmidlandsobservatory.org.uk/

Demographic information & statistics down to postcode level covering our area.

www.rural-shops-alliance.co.uk

Fact sheets, quarterly trade newspaper & trade information for independent shops.

www.shopdisplay.org/

Shop & Display Equipment Association. (links to over 200 companies).

Useful press contacts in the High Peak

Buxton Advertiser	01298 767070	Glossop Chronicle	01457 865474
Stockport Express	0161 475 4834	The Review	0161 484 5686
High Peak Radio	01298 813377	BBC Manchester	0161 200 2020

Town websites

www.newmillstowncouncil.com

www.whaleybridge.com

www.hayfield.uk.net

www.visitbuxton.co.uk

www.glossop.com

The views on these websites are not necessarily those of High Peak Borough Council.