



KIDSGROVE

Town Centre Community
Interest Company

ACHIEVEMENTS 2013-2014

MARKETING

Regular Newsletters

From day one we have produced regular newsletters and delivered them to every business in the town centre to keep businesses up to date with our projects and things happening in the town.

Social Networking

Social networking is a key part of our marketing strategy and we already have over 350 Facebook friends and nearly 100 Twitter followers.

Place Branding Support

We submitted an application to the Association of Town and City Management (ATCM) for place branding support and won one of four free support projects, funded by the Department for Local Communities and Government.

Again, Kidsgrove was in competition with towns all across the country, so it's a big coup to have won this support package, which began in April and will run until February 2015.

The project will include bespoke field research, training, support in the development of a brand, design of a visual brand identity and testing of brand acceptance.

The brand idea we submitted was 'Go Kidsgrove' based on a phrase that is familiar to local people but also works as a call to action for visitors from outside the area. The phrase is already being used for the Twitter and Facebook pages and will be the domain name for our website.

Website

We have recently undertaken a vigorous selection process to find our website developer and were obviously keen to keep it local and we are pleased to say we have selected our developer Pikemere Web Services based in our neighbouring town Alsager and the owner of the company has strong links with Kidsgrove and they were also very competitive with their costings. We hope to have a basic website live by the end of August so we can start to produce literature with the website on it and a fully functional website live shortly after.

Leaflet

Obviously we need to reach spread the word of what we're doing and encourage people to become involved and a leaflet that we can give out at events and put into places for people to pick up is the best way to achieve this. This will also be beneficial for tourists visiting the area with a little info about the town and bit about what we are doing and it will also promote our website, where traders, residents and visitors will find more useful information.

EVENTS

Independent Christmas Shopping Challenge 2013

The Christmas Shopping Challenge was a way for the local business community to work together to drive footfall and sales to local, independent stores and other consumer-facing brands during the festive season. It was intended to be a fun, family challenge for shoppers that can also deliver a positive impact on the local business community.

The challenge invited children to 'Decorate a Christmas tree' by collecting 10 colourful bauble stickers. The stickers were available from participating retailers. When children completed their tree (which they can keep) they presented it at the Library for it to be validated. Then they were rewarded with a certificate of completion and a bag of sweets donated by our local Tesco store.

We also gave the children the opportunity to enter a prize draw with prizes donated by local retailers. 25 Children entered the draw and the winners were: Boy's bike (donated by D Smithson): Steven Morton, Girl's bike (donated by D Smithson): Anna Pye, £50 cash (donated by ICL Ltd): Demmie Barlow, £50 cash (donated by ICL Ltd): Michelle Bono.

Independent Easter Shopping Challenge 2014

Following on from a successful Christmas Shopping Challenge we decided to run the Easter Shopping Challenge along the same lines, but this time children collected 8 Easter Egg stickers and once again took their completed challenge to the Library for validation, certificate and Creme Egg or Kinder Egg donated by Co-operative Bank.

Once again children were given the opportunity to enter a prize draw, 26 children entered the draw and the winners were Ryan Hawkins aged 6 (£20 cash donated by One Sure Insurance), Jessica Darlington aged 4 (Easter Egg donated by Shaky Bean Cafe), Louis Darlington aged 2 (Easter Egg donated by Elsie Bates), Lacy Greagen aged 7 (Easter Egg donated by Elsie Bates), Mackenzie Amos aged 9 (Easter Egg donated by Elsie Bates), Phoebe Booth aged 4 (Easter Egg donated by Elsie Bates), Ryan Booth aged 1 (Easter Egg donated by Elsie Bates) and Ben Stephenson aged 7 (Easter Egg donated by Elsie Bates).

Communities Day 2014

We took part in the Newcastle-under-Lyme Borough Council's second Communities Day on Friday 6th June to help improve our local area by organising a litter pick along the canal and around the town centre to help keep the area clean and tidy, but also to promote the fact that town centre.

Our volunteers were: Elliot Ashton (KTCCIC), Trudi Barnard (Newcastle-under-Lyme Borough Council), Michael Eptlett (Kingsgrove Rotary), Mike Fennell (Potteries Paddlers), Diana Stafford (Potteries Paddlers), Paula Tervit (Skin 'n' Tonic), Stephanie Tervit (Skin 'n' Tonic), Mark Smithson (D Smithson) and his staff.

Vintage and Crafts August 2014

Following on from many requests for an Artisan type market in the town centre we have teamed up local business Lula Bop Vintage to host a Vintage and Craft market on King Street Car Park in the town centre and if successful we wish to make these regular events.

Heritage Walks September 2014

We were made aware of Heritage Open Days and with being a town centre packed with heritage we were keen to do something and we felt the best person the job is local published historian Philip Leese and we are working Philip to host Heritage Walks around the town and along the canal which will be fun for all the family.

Event Promotion

We also continue to promote events by other organisations and we receive regular updates from Kingsgrove Town Council, Kingsgrove Rotary, Kingsgrove Library and Kingsgrove Athletic.

We have also captured approximately 50 email addresses to circulate regular event updates to.

ENVIRONMENT AND INFRASTRUCTURE

Waterfront Project

From some of our very first meetings it became clear that a project to improve the canal waterfront and we were given Jon Honeysett MBE's plan he developed to provide more moorings, improve lighting and security and access to the towpath, we have developed this plan to take the scheme forward.

We have carried out public consultation on this project in the form of a physical survey at the Kidsgrove Victorian Market in November 2013 and also online, reaching out to over 200 people and a vast majority of the feedback was positive of the project.

We have also consulted with Joan Walley MP, Canal and Rivers Trust, Inland Waterways Association and been on fact finding trips to Marple where they are upgrading their canal waterfront and also along the canal on a narrow boat and through the Harecastle Tunnels on a narrow boat.

It has also been identified in the Newcastle-under-Lyme and Stoke-on-Trent Urban Design Guidance that there is a need to 'address and exploit the canal frontage' and 'improve and enhance the quality of pedestrian links to the railway station and canal'

We have since come with a clear list of short, mid and long term projects and identified some basic costings and the project has now been put forward for European Regional Development Fund and Local Growth Fund.

Market Street

We were asked from the start to look into the feasibility of making Market Street one way in order to solve the traffic problems along there and after consulting with Staffordshire County Council Highways we have begun the initial consultation with all traders and residents along Market Street to see whether they would be in favour or opposed to a one way system being introduced. If everyone is in favour then we will obviously look into what can be achieved and liaise further with our County Councillor and the Highways department.

Christmas Lights

We have been asked to consult on Kidsgrove's christmas lights and we have big plans to ensure longevity and growth. We propose to purchase our own lights for the town with funding from local traders and other organisations, this will mean they will be with us year on year and we aim to procure more year on year too. We also propose to use a local company to install and maintain the lights for the festive period making it more suitable. Also, we propose to add more festive lights in the town centre adjacent the King Street precinct and a permanent tree in the town centre which will be illuminated during the festive period.

We have started consulting with residents to see if they would like to sponsor a bulb for £1 in memory of a loved one on the new tree in the town centre and we have already received a lot of positive feedback to this idea, this will obviously provide an income which can be used towards christmas lights in future.