

OUR COLCHESTER BID

Back to Business Webinar – 22nd April 2021



OUR COLCHESTER

A BID to make new history



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'Revive, Strive and Thrive'

- ***Revive*** people's confidence in coming to the town centre
- ***Strive*** to be a destination that businesses can succeed in
- ***Thrive*** to be the best destination in the region for visitors, workers and residents

HOW IS COLCHESTER TOWN CENTRE ACTUALLY PERFORMING?

- Colchester currently has its lowest number of vacant units in 2 and a half years.
- Since March 2020, we have had more openings than closes.
- The Town Funds Board has recently been successful in a bid for £18.2million across the Borough with a large % in the town centre
- Footfall has returned to a positive number since 12th April reopening however sales have delivered above expectations for the majority with clothing retail returning the best performance so far.
- We have a selection of national chains interested in moving into the town centre alongside new independants
- Colchester has a lower amount of large head offices in comparison to neighbouring Ipswich and Chelmsford resulting in a lower impact from home-working culture changes

AGENDA



**Brendan Miles, Director
for The List**

*to discuss the launch of the
InColchester events listing
initiative*



**Emma Latham, Council
Relationship Manager for
Click it Local**

*to discuss the launch of
Click it Local in Colchester
and how to get your
business involved*



**Leigh Brown, Client
Success Director for
Miconex**

*To discuss the upcoming
launch of the Colchester
Gift Card*



**Samantha Preston, Group
Manager for Business Rates
& Grants For CBC**

*to give an update on Business
Grants
&*

**Charlotte Williams, Covid
Compliance Officer for CBC**

*To give an update on Covid
Marshalls*



OUR COLCHESTER

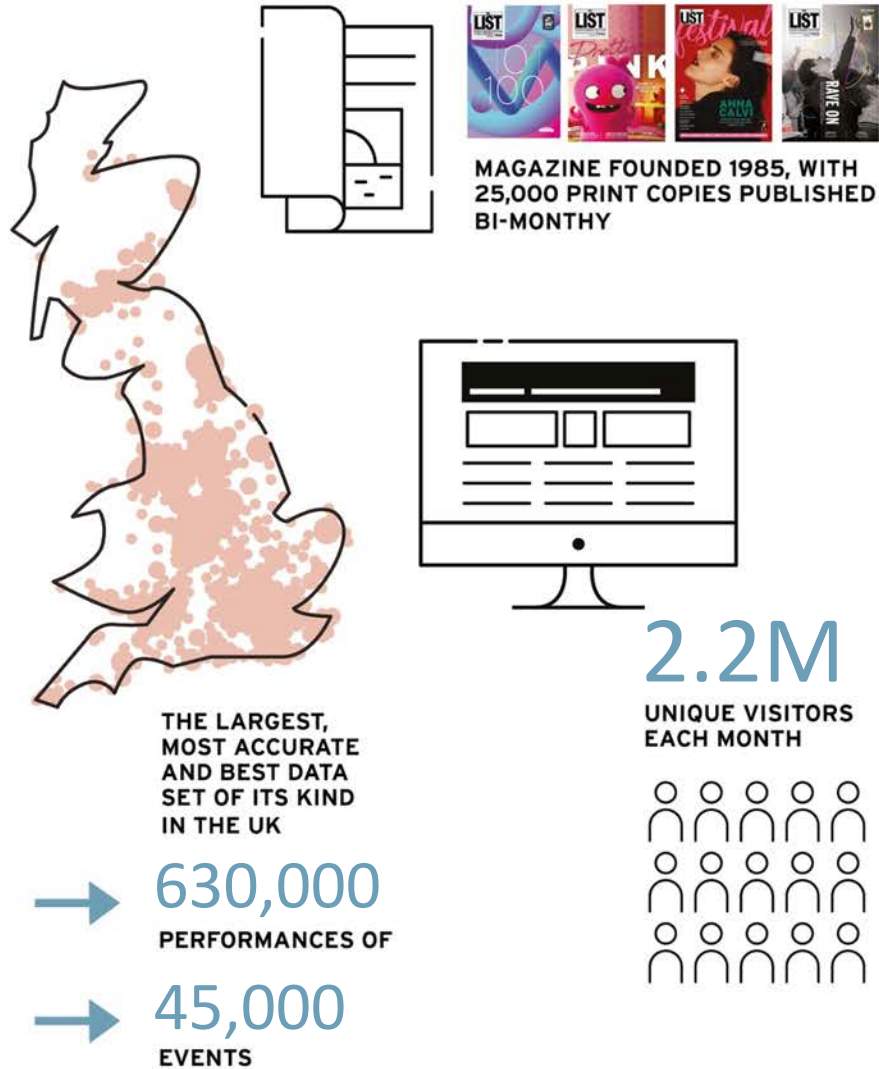
A BID to make new history

A FEW NOTES..

- Please keep your microphone on mute when not talking
- If you have a question, please place in chat.
- If you have any questions following the webinar, please contact our project co-ordinator, Sophia, projects@ourcolchester.co.uk



who are THE LIST?



- The List publishes the most comprehensive set of events data in the UK (630,000 performances of 45,000 events*)
- Magazine founded in 1985, and our website reaches 2.2 million unique users per month
- The List has always, to some extent, been a data business
- We provide live events data to a range of partners including trivago, Visit Scotland, Visit Southampton, Apex Hotels, News UK and the UK government
- The List is a multiple award-winning business for the strength of its technology and the quality of its content

*pre-Covid-19. Currently around 16,000 live events

what sort of **EVENTS** do we cover?

THE
LIST

THE
LIST



VISUAL ART



FIREWORK DISPLAYS



MUSIC



EXHIBITIONS



THEATRE



FESTIVALS



COMEDY NIGHTS



BOOK LAUNCHES



TALKS



OPERAS



CLUBS



FARMER'S MARKETS



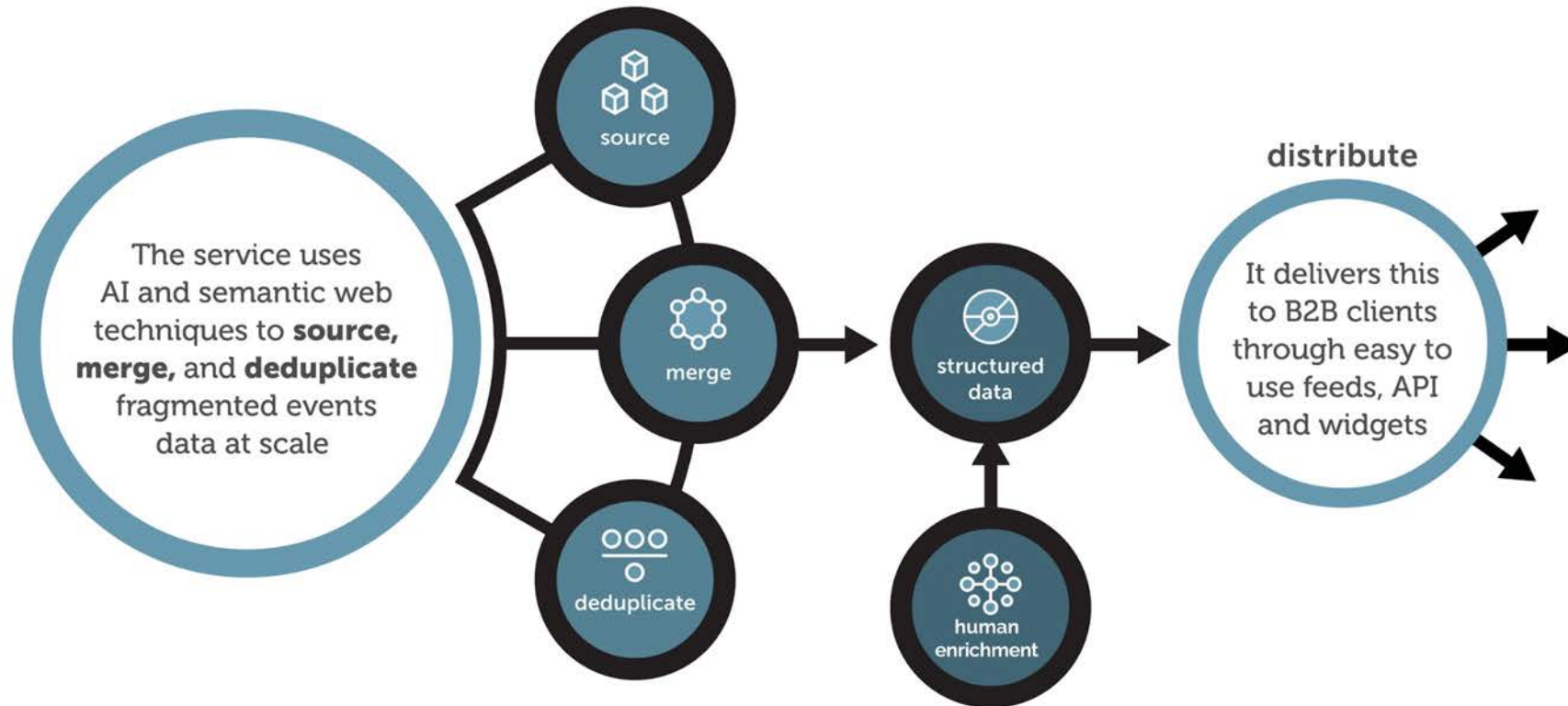
CINEMA/ FILM



DANCE EVENTS



how do you collect the DATA?



what are the **BENEFITS** of a listing service?

THE
LIST

THE
LIST



Increased traffic to your In Colchester's website thanks to more comprehensive events coverage



Fully showcase the breadth and richness of Colchester's cultural offering



Benefit local arts and cultural businesses with wider audiences through our distribution channels



Provide a valuable service for the local as well as the visitor



Live events will be a key driver in the recovery of towns and regions post Covid-19

reaching **BIGGER AUDIENCES** with your event

THE
LIST

THE
LIST

Reach



Department for
Digital, Culture,
Media & Sport

trivago

News UK

abellio 

How do I GET INVOLVED?



Ticketing software
events@list.co.uk

New listing for an event in Colchester



OUR COLCHESTER
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The List gathers events information on behalf of *In Colchester*. In addition to the relevant publications and data feeds supplied to third parties.

Submit your event
list.co.uk/in-colchester

Events submission enquiries

content@list.co.uk

Anything else...

Brendan.Miles@list.co.uk



clickitlocal.co.uk
Marketplace for independent shops

Your local high street.
Delivered.



- 📍 Shop Local from home
- 👕 Food, Fashion & Community
- 📦 Same Day Delivery



Sign up at
www.clickitlocal.co.uk

Delivered by: ZEDIFY



Our Aim: 70% of the UK's independent shops online delivered same day



We combine the convenience of online shopping and same day delivery with the economic and environmental benefits of shopping local.

**Low
Emissions
Delivery**

**Less
Packaging**

**Stronger
Local
Economy**



Our Mission:

Make shopping local easier, faster, more convenient and more socially responsible than Amazon!



How it works?

Shoppers...

Visit Click It Local to order from 100's of local shops, choose from 1000's of products, delivered to your door on the same day.



How it works?

Shops...

Independent stores can setup a store profile to access a wide customer base and offer same day delivery for a 7.5% fee plus stripe transaction fee.



How it works?

Delivery...

Once you have placed your order we will collect your items from multiple shops, consolidate at our local hub, then deliver it all to your door for between £3-£6



Consolidated delivery

from 100's of UK independent shops

Customers can order from multiple independent shops in one order before 1pm.

Our couriers collect from all stores in all locations between 1pm - 2pm everyday.

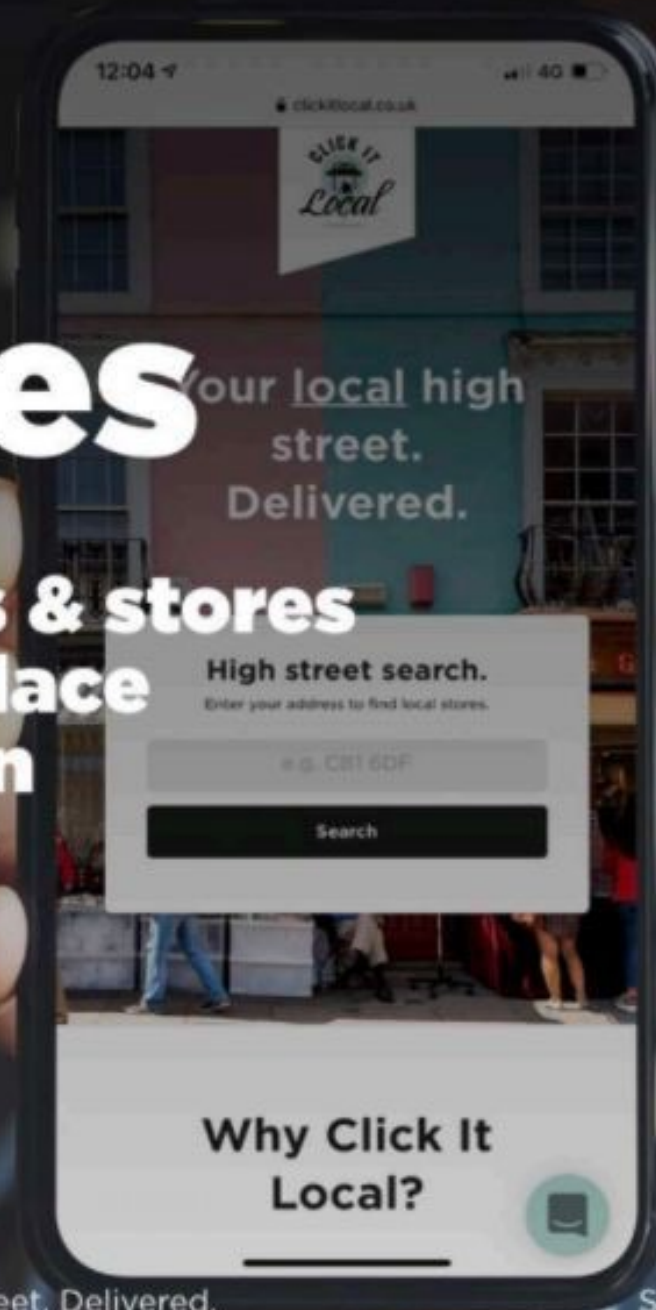
All items are consolidated by area and customer at our local hub between 2pm - 3pm.

Customers will then receive one consolidated delivery of all items between 3pm - 7pm.



Key features

- 1000's of local products & stores
- Multi category marketplace
- Multi store consolidation
- Same day local delivery
- Subscriptions





10000%
Growth in 10 months

986

Independent stores signed up



18,431

Unique products

Essentials, treats, gifts & basics



Customer...
Steve Clough

Order from 3 stores and spent:
£36

"I'm so happy with my order, and especially the service provided by clickitlocal.co.uk. The range of independent and local services offered in Brighton was brilliant. I live in Leeds and was able to order deli treats to my sister's front door in Brighton, without having to resort to using a giant supermarket delivery service. It's a fantastic idea, and I'd love to see it expanded to other parts of the country. I will be using the service again!"

Steve Clough



**Independent home / market trader...
Small & Green**

Extra revenue from Click It Local:
£31,128.03

"Click It Local has taken my business to the next level and all the staff involved have been really kind and patient. Supporting the unique and eclectic mix of independents in Cambridge helps to keep a city centre interesting and unique"

Janet Fox



Independent high street shop... **Cambridge Cheese**

Extra revenue from Click It Local:

£32,538.79

"The Cambridge Cheese Company signed up with Click It Local in mid April 2020, and we have had a very positive experience with them. They are highly responsive to our needs and have been very supportive in helping us to grow our online business. It is really good to be working with a company that shares our values of support for the local retail economy and reducing the environmental impact of mail order sales, We were already using zero emissions last mile logistics before the COVID-19 crisis, and this part of our business has almost entirely been replaced by directing our customers to Click it Local."

Jacky



We are stronger together!

Stores, customers and Click It Local sharing engaging content creates top selling stores.





Council case study:

Uttlesford District Council

Population 79,443

Performance in month 1:

Stores live

60+

Local products

2137

Repeat customers

40%

20%

**month
on month
growth**

Website conversions

10.1%

Website sessions

12k+

Average order value

£32

Orders processed

1,249

Total Orders

811

Total generated

£21,191



Launch Process

Pre Launch

- Target top hero stores.
- Recruit 20-40 stores per town.
- 1000 plus products.
- Pre launch press coverage, print, TV, radio.
- Social media launch campaign.
- Setup delivery infrastructure.
- Recruit local delivery drivers.
- Setup consolidation hub.
- Work with District Councils and BIDs to let stores know we are launching.

1-6 Months

- Recruit 40-80 stores per town.
- 3000 plus products.
- Post launch press coverage, print, TV, radio.
- Extend delivery catchment by 15 mile radius.
- Social media marketing campaigns for each store.
- Content photos and creation for stores.
- Physical marketing popups and activation.

6-12 Months

- Recruit 80-200 stores per town.
- 6000 plus products.
- Target to hit break even by month 12



Victoria Yum

BAKES & BUBBLES BABY!



Live in the Colchester area* and want to support local?

Then 'Click it Local' is right up your street, literally!

You can use Click It Local to buy from multiple local retailers online with one website, make one payment and get one delivery.

Search your local area by town or radius


Browse by shop or product

Add products to your basket and pay

Choose your delivery day, sit back and relax.

(extending to Tendring, Maldon and Braintree in a few weeks time)



A close-up portrait of Steven Koch, a man with a full beard and long hair, looking directly at the camera with a neutral expression. The lighting is soft and focused on his face.

Steven Koch

CEO / Founder

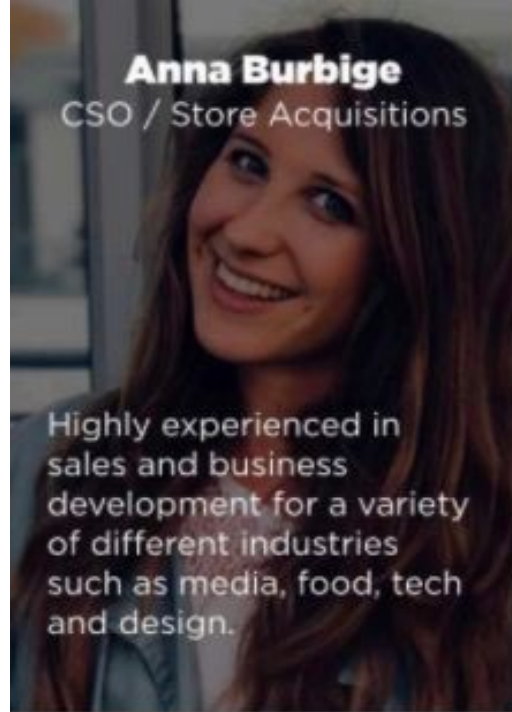
Serial entrepreneur founded a retail tech agency called Play, working with international brands such as L'Oreal, Coty, Sony, Philips, Adidas, PMI on multi million pound global retail strategies to connect online and offline retail shopping experiences to drive growth. Creating a successful glamping experience business and ran previous startup MVP's such as Charchargo a peer to peer EV charging infrastructure.

A close-up portrait of Richard Mason, a man with short dark hair, looking off to the side. The background is dark with some blurred lights, suggesting an indoor setting.

Richard Mason

CTO / Founder

Serial entrepreneur founded Scoop Retail which put simply, take the very best bits of online shopping, social media and curated content and bring them into the physical retail space. Launched Playcart. A video-commerce technology solution, empowering video marketers and driving efficiencies in online conversion strategies. Playcart has developed a video-commerce ad format that enables any brand to convert their online video assets into an instantly shoppable storefront.



Anna Burbige

CSO / Store Acquisitions


Highly experienced in sales and business development for a variety of different industries such as media, food, tech and design.



Michael Ukaegbu

Store Acquisition & Relationship Executive

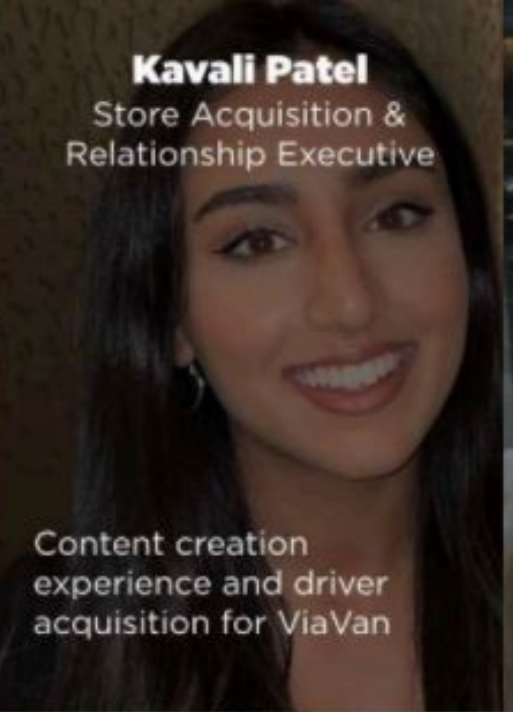
Worked within influencer marketing and the retail sector.



Aimee Hyam

Store Acquisition & Relationship Executive

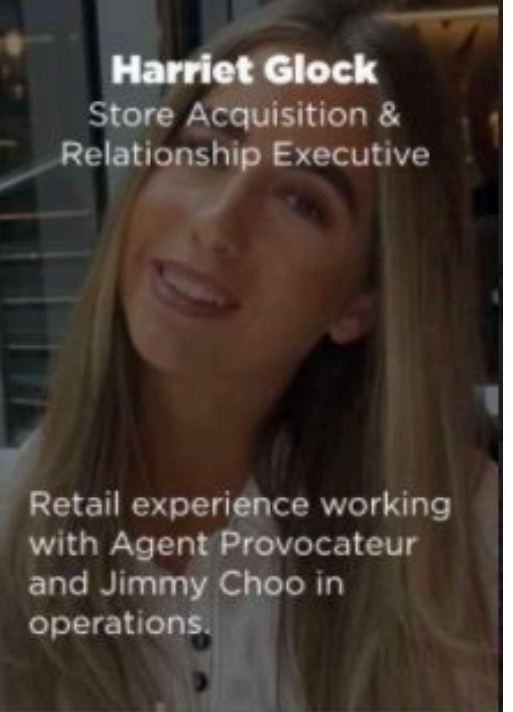
Marketing and account management experience working within M&A field.



Kavali Patel

Store Acquisition & Relationship Executive


Content creation experience and driver acquisition for ViaVan



Harriet Glock

Store Acquisition & Relationship Executive

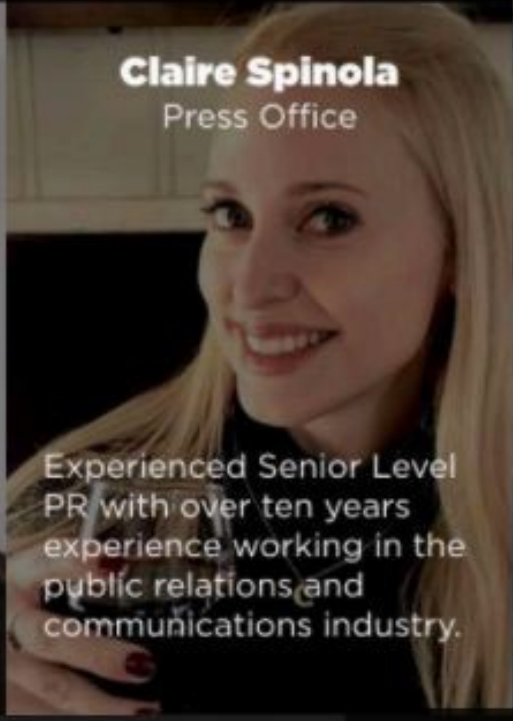
Retail experience working with Agent Provocateur and Jimmy Choo in operations.



Emma Latham

Council Relationship Manager


Worked with Councils across the UK to implement tourism and visitor experience initiatives to benefit local communities and economies.



Claire Spinola

Press Office

Experienced Senior Level PR with over ten years experience working in the public relations and communications industry.



Georgia Long

Social Media & Coms


Experience working in communications for large consumer brands in the creative industries such as Agetnet Provocateur.



Preye Sambo

Customer Relations

Worked in customer support for various startups and university campuses.



Sam Willis

Ecom Marketing

Ten years of digital marketing experience in both agency and in-house marketing teams, with brands such as moonpig.com



**Join us in
our mission
to save the
high street.**

**Contact us:
hello@clickitlocal.co.uk**



TOWN & CITY GIFT CARDS

**LOCKING IN MONEY FOR BUSINESS
COMMUNITIES, INCREASING FOOTFALL
AND DRIVING LOCAL SPEND**

MICONEX

MICONEX

\$10,000 a second? Amazon's results could be amazing

The retailer's quarterly figures will have received a huge boost from lockdown sales



▲ An Amazon warehouse in Swansea. Analysts are forecasting quarterly revenues of almost £60bn. Photograph: Matthew Horwood/Getty Images

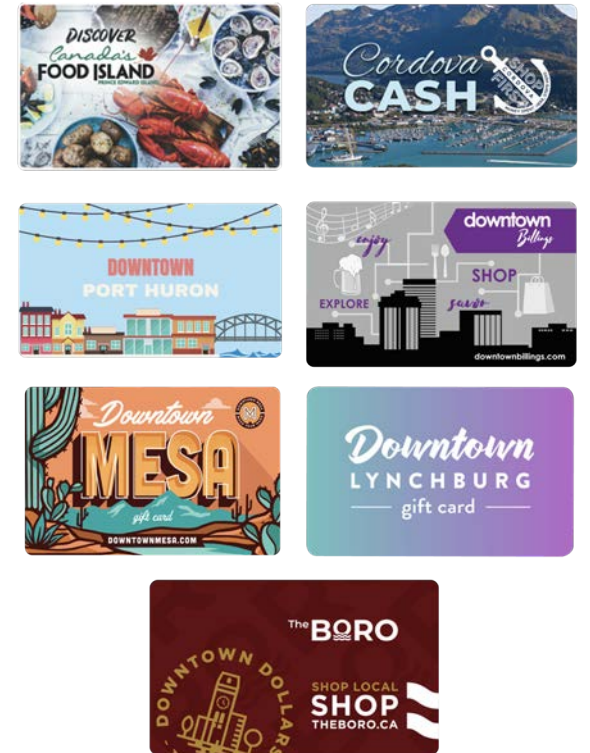
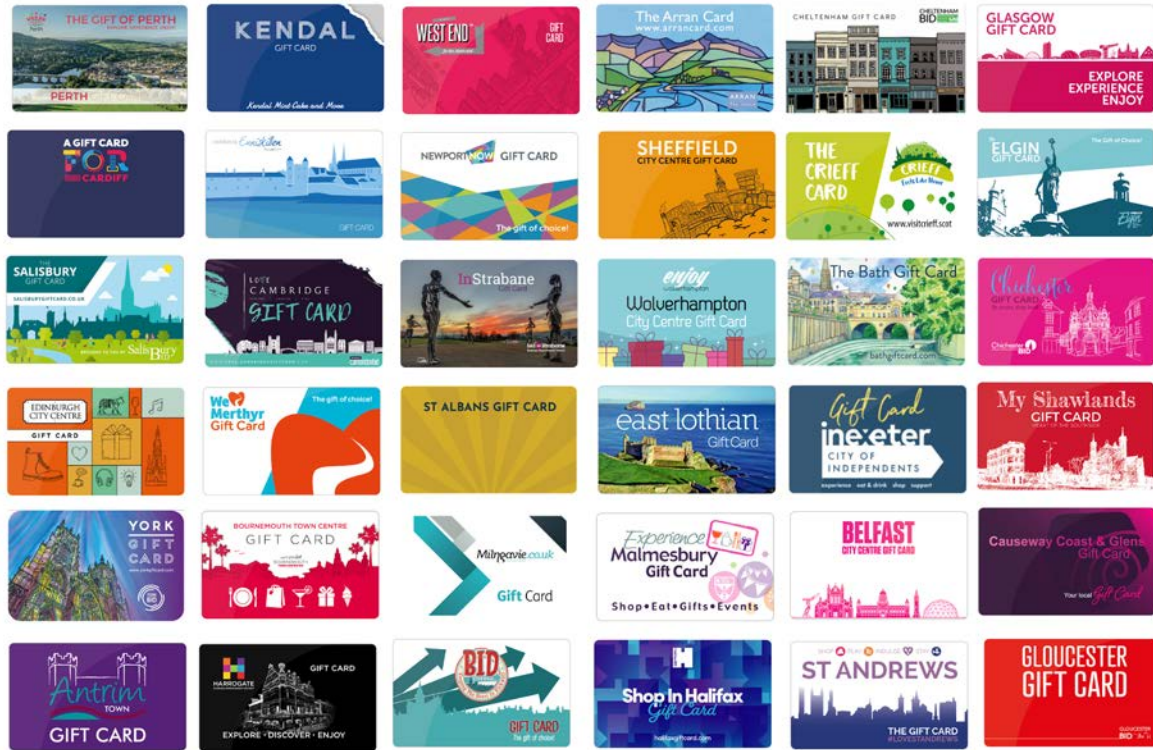
Amazon will tell the world soon just how much money it has made from the “unprecedented demand shift” to its site from millions of people under lockdown conditions around the world.

2019
£600k

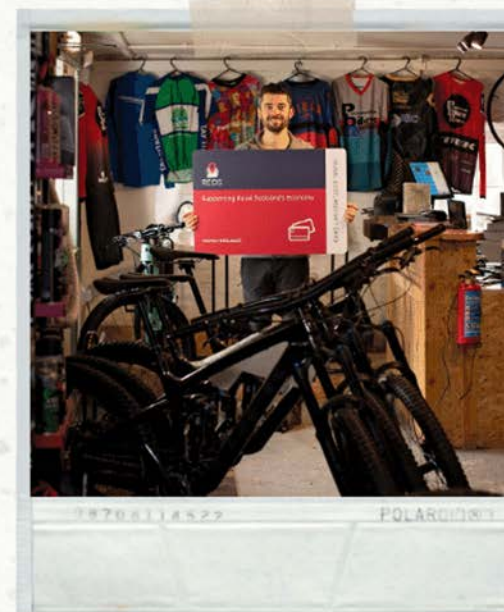
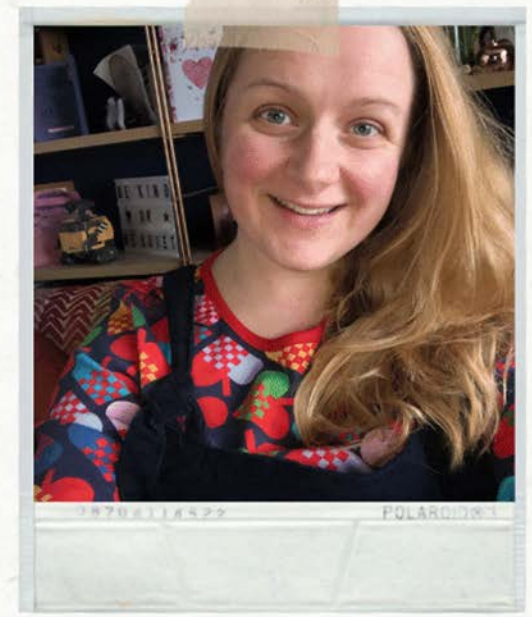
2020
£1.6M+

2021
£4.8M+

TOWN & CITY GIFT CARDS



Great places to spend the card is the biggest key to success



HAPPINESS ALL ROUND!



HAPPY GIFTER

They give an appreciated gift knowing that the recipient will be able to choose something they really want from their local businesses



HAPPY RECIPIENT

They get to choose where to spend their gift. Whether it's a meal out, some pampering or a little something special for themselves



HAPPY BUSINESS

New customers with money to spend. Easy to accept payment via their existing card terminals and no additional fees

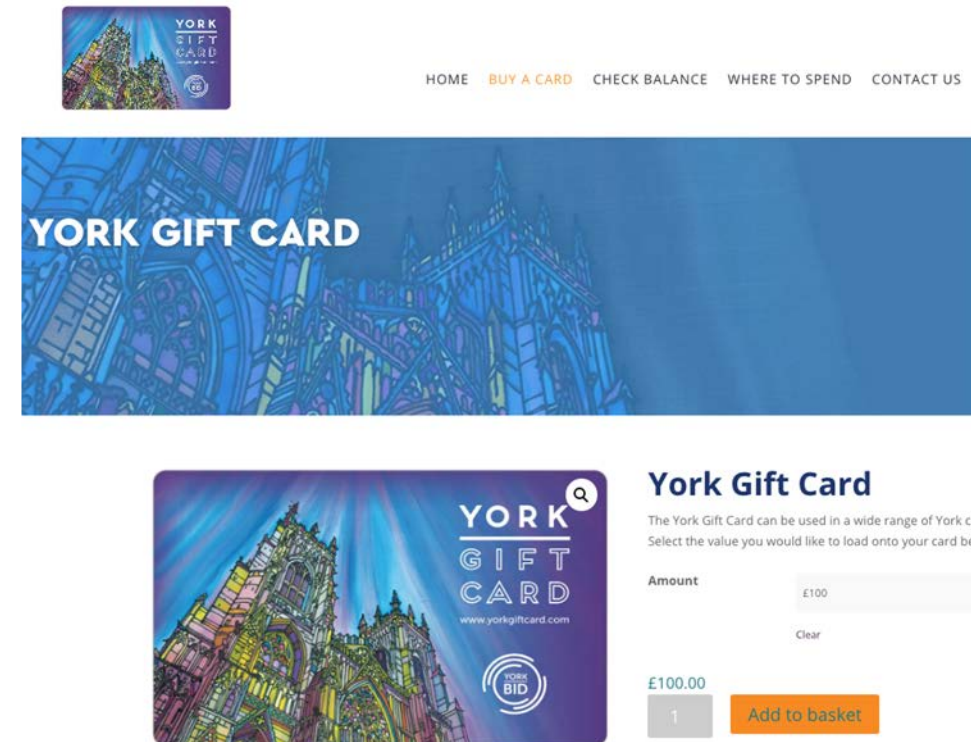


How are the gift cards sold?

- Online - via the town and city gift card website. This enables people from all over the world to order cards - and they do!
- Corporate sales or bulk orders - local businesses can purchase gift cards from the town and city gift card website for their staff.

How do consumers spend the card?

- At a network of local registered businesses
- Using existing Mastercard terminals
- In full or in part at any of the local registered business



The gift card programme uses the Mastercard infrastructure to provide a simple way for local people and businesses to buy gifts for friends, family and colleagues.

The recipients of the cards can then choose to spend their cards at a network of local businesses including restaurants, cafes, shops, salons, attractions and venues.



aDDED value

- 42.6% of respondents said they had made a one-off purchase at a new brand via a gift card and 21.7% said they had become a regular customer
- Omnichannel and Multi venue
- 35% additional spend
- 50.3% of gift card recipients spend their cards within 1 month of receipt

Spreading the word

Social Media channels

Influencers

Local Press

Linking with National Campaigns

Online presence

Competition Prizes



Staff
rewards,
Incentive
s



Don't just take our word for it!

Lisa Fowler, owner of Scarlet Ribbons in Falkirk:

“The new District Towns Gift Card will keep money in the district, and that’s what we need. We’ve seen the success of the Town and City Gift Cards programme in places like Perth, and having one in our district will bring our businesses together. People will invest in the card because it can be spent in so many places, there isn’t that fear of buying a gift card for a certain store that might not be around next year.”



Factors for Success

Strong Local Proposition

Spreading the word

Corporate Rewards

Community Disbursement

Partnership and Collaboration





TOWN & CITY GIFT CARDS

LOCKING IN MONEY FOR BUSINESS
COMMUNITIES, INCREASING FOOTFALL
AND DRIVING LOCAL SPEND

MICONEX



Leigh Brown
Client Success Director
leigh@mi-cnx.com

MICONEX

**Samantha Preston, Group
Manager for Business
Rates & Grants for CBC**

*to give an update on
Business Grants*

- Update on Business Grants
- Update on Business Rates Relief
 - incl billing

**Charlotte Williams, Covid
Compliance Officer for
CBC**

To give an update on Covid
Marshalls

- Who are the Covid Marshalls?
- What can businesses expect from them?

COMING SOON

STREET ARCHWAYS
Dec 2021



MOSAIC STREET
SIGNS
Autumn 2021

HIGH STREET PARKLETS
Summer 2021



LIGHTING THE LANES
Early Summer 2021



PARK AND **SAVE**
WITH **MIPERMIT** DISCOUNTS



parking@colchester.gov.uk
[/north-essex-parking-partnership/](https://www.facebook.com/north-essex-parking-partnership/)
[@nepp_parking](https://twitter.com/nepp_parking)

MIPERMIT DISCOUNTS
24TH May

I CAN'T WAIT TO...
**feel human
again!**

12 APRIL
BARBERS
OPEN



#WELCOMEBACKCOLCHESTER
CAMPAIGN
Live



COVID MYSTERY
SHOPPERS
Live

Colchester
Women in
Business 2021

"I am stronger"

amazing guest speakers
free samples
free buffet
live entertainment
Colchester Woman in Business Award

WOMAN IN BUSINESS
12TH September

COMING SOON
Printed and hand
delivered to your business,
keep an eye out!

Welcome Introduction

THE BID SO FAR...

Our Colchester Business Improvement District (BID) has now been running for two and a half years. The past year has been a trial for many businesses in the town centre. The BID has been working tirelessly to provide support with practical advice and tools for businesses to operate safely and confidently during the pandemic.

The BID has also worked with key town stakeholders, including Colchester Borough Council, to ensure eligible businesses received grant support and funding. With the latest government announcement, there is hope that the town centre can begin working towards recovery.

Sam Good
BID Manager



News | 02

TOWN CENTRE REOPENING

The BID is relaunching the Welcome Back Colchester campaign for the April 2021 lifting of restrictions. This will include a promotion of safety measures and celebration of the town centre.

Questions



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