



Rotherham
town centre

Campaign Scope





Strategic Base

THE PROBLEM

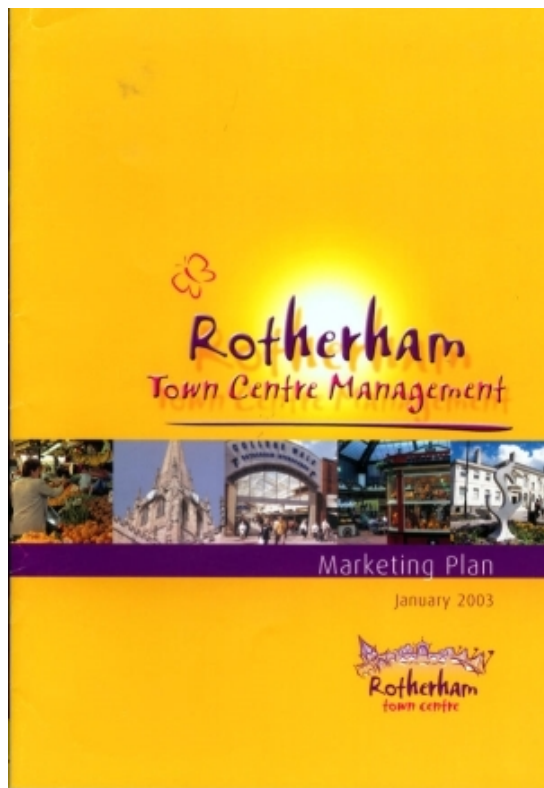
- Rotherham town centre was suffering with a declining perception from key Stakeholders, resulting in reduced inward investment

THE SOLUTION

- Develop and implement a Strategic Marketing plan to build "Pride"
- New Brand Identity formed to unite the campaign

THE RESULT

- Instrumental in Rotherham achieving Yorkshire Forwards 'Renaissance town' status enabling inward investment from Europe to drive a 20 year development vision





Clear Dialogue

THE PROBLEM

- For change to be sustained key business groups needed to be enrolled through continuous dialogue to gain their endorsement and belief

THE SOLUTION

- Regular stakeholder forums
- Higher level press liaison
- Bi-monthly newsletter to all businesses
- Regular positive Media coverage
- Recruitment Pack to encourage new investment

THE RESULT

- More consistent dialogue and messages
- Stakeholders now feel part of the change, informed and able to input into the future





The living brand

THE PROBLEM

- Integrate the new Identity into daily life for Rotherham Businesses and Shoppers

THE SOLUTION

- Role out the new brand identity across Rotherham
- Seasonal Banners in strategic sites
- Rotherham Stamp used by all businesses on external correspondence to demonstrate their belief in the town
- Develop advertising platform for new Visual identity
- Rotherham Branded merchandise developed and sold throughout the town

THE RESULT

- Branding on advertising campaigns, posters, banners, promotional material and merchandise has helped to establish a stronger more consistent identity for the town



Focal point

THE PROBLEM

- Declining levels of Civic Pride
- Heritage hidden behind bureaucracy

THE SOLUTION

- New Visitor Centre in town to act as a point of information for Rotherham visitors, residents, businesses and investors
- Visitor centre provided a focal point for 2 way dialogue on future plans for Rotherham development

THE RESULT

- Visitor centre now well established
- More than 2000 people per week visit the centre



New visitor centre will help tourism

ROTHERHAM takes the next step in its efforts to become a tourist hotspot when it opens a new visitors centre next Thursday.

The new centre - in All Saints Square - will become a focal point for the town's bid to join more established tourist spots such as the Peak District and the Yorkshire Dales.

Just a month ago the Government singled out Rotherham as one place that people could visit for an 'alternative' holiday.

The centre - in one of Rotherham's busiest shopping areas - will provide information to visitors on local attractions and forthcoming events, as well as advice on things like travel and accommodation.

But the centre - which has created five extra jobs - will also be a base for Rotherham's town centre and markets managers who will also work to help promote the town.

Cabinet member for economic and development services, Gerald Smith, said: "Rotherham has a great deal to be proud of and it is up to all of us to help spread the word."

The cost of the new centre is being met from Objective One funding.



Bringing it to life

THE PROBLEM

- Declining Footfall in City Centre
- The market, a focal point for the town, now looking tired with no 'new news'

THE SOLUTION

- Structured Events programme to build 'Pride'
- 3 day Continental Market
- Giving shoppers another reason to visit the town
- Bringing something new and fresh to Rotherham

THE RESULT

- Over 150,000 people visited the event
- Double the normal market day attendances



BER 12, 2003 Page 5
Europe comes to town
 SHOPPERS will be greeted with calls of bonjour, hola and ciao next month when a continental market comes to town!
 Visitors will be able to sample delicacies from across Europe, including Belgium, Spain, France and Holland, at 55 specialist stalls.
 The themed market, which will spread across Effingham Street, College Street and Howard Street, will run for three days from October 2.
 It will be officially opened by the Mayor of Rotherham, Cllr Richard Russell.
 The continental setting will be completed with music and entertainment in the streets.
 Among the goods on offer will be bakery and patisserie products, cheeses, perfume, cooked meats and pate, mustards and honey, French handmade candles, Italian and French belts and handbags, cider and calvados, jewellery, French spun glass, Moroccan lamps, herbs and spices, crepes and Dutch toffee waffles.
 Rotherham Markets operations manager, Sharon Webster, said: "Bringing this event to Rotherham will cultivate the relationship with European Market organisations and give the council the opportunity to showcase its credentials as an innovative and forward-thinking market town."

Ice Magic

Bringing it to life

THE PROBLEM

- Declining Footfall in City Centre
- City centre perceived to be largely unwelcoming to Families

THE SOLUTION

- Structured Events programme to build 'Pride'
- 'Ice Magic' Former Olympic Gold Medallist Robin Cousins launched Ice Magic, which transformed the main square into an ice rink. Featuring Demonstrations, public skating, ice discos etc...

THE RESULT

- Ice Magic helped drive footfall by 32%
- 90% of those questioned responded with a good or excellent score
- 61% stated that it had changed their perceptions of Rotherham

Win a lesson with a legend

U.K. Skating legend Robin Cousins is coming to Rotherham next week and not only giving his members the chance to win a success-ful lesson price.

The former World Champion and Olympic Gold Medallist is holding a series of lessons, skilling advice and tips, to teach Rotherham's very own world-class skating legends.

This truly is a prize that money cannot buy—a chance to learn the ice with one of the greatest British skaters of all time.

Events were a huge part of studies including the 1980 Winter Olympics and the 1994 Winter Olympics, silver in the world championship and was awarded the 1988 Olympic Champion.

The skating legend is a Rotherham born skater as part of the town's ice legend.

All Skater's figure to have transferred into a winter wonderland with the introduction of an ice rink.

Throughout the week there will be public skating sessions, winter ice skating, coaching and ice demonstrations by the National Ice Skating Association and the Ice Skating Club.

But only a handful of people will be able to skate with Robin and take part in one of his ice skating lessons—each one here has the chance to give a tip.

Between 11.30am and noon on Tuesday you could be learning from the skater who has been named as the 200th Winter Olympic in the UK.

The rink will be open from 10.30am to 11.30am on Tuesday and will be open to all ages and abilities.

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Robin Cousins will be present for the winners.

To receive a lesson, all you need to do is win the Robin Cousins award for the 200th Winter Olympic in the UK.

Robin Cousins, Olympic Champion, Rotherham skater, 1988 Olympic Champion, 1994 Olympic Champion, 1994 Olympic Champion, 1994 Olympic Champion, 1994 Olympic Champion.

Former world champion shows it's n

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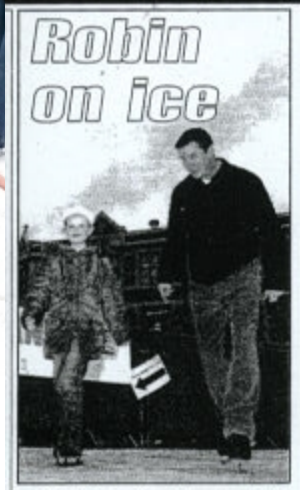
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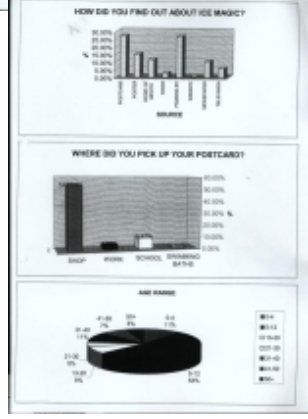


BUDDING Torvill and Deans took tips from a champion when Olympic legend Robin Cousins took to the ice in Rotherham.

The gold medallist skated into town as part of Ice Magic week which has seen All Saints' Square transformed into a winter wonderland in time for half-term.

And autograph hunters of all ages braved the elements on Tuesday morning for a chance to meet the four times world champion and watch him teach a masterpiece.

□ To see what he thought of the talent on display in Rotherham turn to our picture special on pages 16 and 17.



Bringing it to life

THE PROBLEM

- Declining Footfall in City Centre
- Perception of town centre as dull and dreary

THE SOLUTION

- Structured Events programme to build 'Pride'
- 'Rotherham by the sea'
- A week-long extravaganza that transformed the centre of town into a summer holiday resort, with sand, red coats, fun fair etc
- Other activity included Halloween and Christmas lights events

THE RESULT

- 'Rotherham by the Sea' Increased footfall by over 27%
- 80% of those questioned responded with a good or excellent score
- 72% stated that it had changed their perceptions of Rotherham



Success of the seaside

A TOURISM initiative which saw Rotherham town centre transformed into the seaside was so successful it could become an annual event.

Rotherham-by-the-Sea - which includes a giant sandpit, deckchairs and Punch and Judy shows - attracted thousands of extra visitors to the town.

Traders were so pleased with the increase in business they want the event to become a regular feature of Rotherham's calendar of town centre activities.

Tourism bosses are backing the move and are already suggesting that a similar event be held in August next year.

Trip the lights fantastic

ROTHERHAM town centre will light up this week with the traditional switch-on of the Christmas lights.

The Mayor of Rotherham, Cllr Howard Howell, will be joined by his wife, as well as stars from the town's music, dance and drama scene, for the switch-on in All Saints Square tomorrow (Thursday).

The switch-on will light up the town centre at 6pm.

Large crowds are expected to turn up for the event, which will be an opportunity for the town's youngest residents to see the lights switched on with a fireworks display and special musical guests.

Some will also join in the delight of giving the people of Rotherham an early Christmas greeting.

Rotherham's streets will look off to scenes of activities throughout the following weeks including children's races and a Christmas craft competition in the town centre and a Victorian craft fair at All Saints Church.

It is also worth shopping in Rotherham as it has a large number of shops and some stores will also be open on Sundays.

There is a great selection of shops - many will be looking at approaching an All Saints' Special Festival. It will be a week when visitors will see a children's party, a variety of street dancing.

There are a number of shops that have been put on for the event, which will be a big hit for the town.

The weekend's shops will be transformed into a dining table at 2002, but shoppers will have to wait to get their start on the town - as the risk will not be available until the following day.



Media Relations

THE PROBLEM

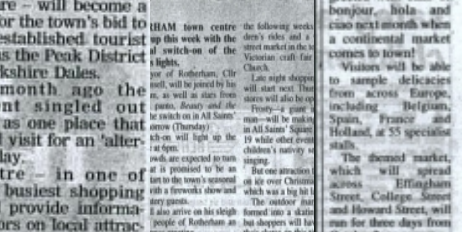
- Poor relations with the media resulting in largely negative stories on Rotherham

THE SOLUTION

- Developing stronger and deeper relationships with the local media to help 'get them on side'
- This involved sending out regular releases, organising one-to-one interviews with key personnel, providing 'exclusives' of good local interest.

THE RESULT

- Consistent positive press coverage and better relationships with the regional media.
- Press coverage achieved from July 2003 – February 2004 equated to £123,000 worth of 'free' editorial space (based on regional media advertising rates).
- Includes local press, radio and TV (YTV Calendar Programme and BBC's Look North covered both main events)



Town spreads the word
 The Rotherham Visitor Centre has opened its doors to the public. The centre will provide a one-stop service for visitors to the town. It will also offer a range of services including information, maps, and a shop. The centre is located in the town centre and is easily accessible by public transport.

Success of the seaside
 A TOURISM initiative saw Rotherham town transformed into the seaside. The event was a success, with many visitors enjoying the beach, games, and food. The event was held in the town centre and was a popular attraction for many people.

Robin on ice
 A winter festival was held in the town centre. The festival featured a skating rink, ice sculptures, and other winter-themed activities. The festival was a success, with many people enjoying the cold weather.

Continental market packs in shoppers
 A continental market was held in the town centre. The market featured a wide range of goods including fresh produce, cheese, and wine. The market was a success, with many people enjoying the shopping experience.

Visitor centre will tourism
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A souvenir... from Rotherham
 A souvenir shop has opened in the town centre. The shop offers a wide range of souvenirs including postcards, mugs, and other items. The shop is a success, with many people buying souvenirs to take home.

By Ray Parkin
 People want to be entertained and to enjoy shopping.
 The market featured a wide range of goods including fresh produce, cheese, and wine. The market was a success, with many people enjoying the shopping experience.

FORGET Blackpool rock-Rotherham is making a mark of its own.
 Rotherham's Visitor Centre in All Saints' Square has launched a range of merchandise including walking stick bags, key rings, fridge magnets, coasters, jigsaws, bookends and business card holders.
 Some of the souvenirs carry the Rotherham name and bannerly cartoon legs, while others display the town's coat of arms.

TRIP THE LIGHT FANTASTIC
 ROTHERHAM town centre will become a focal point for the town's bid to join more established tourist spots such as the Peak District and the Yorkshire Dales.
 Just a month ago the Government singled out Rotherham as one place that people could visit for an 'alternative' holiday.
 The centre - in one of Rotherham's busiest shopping areas - will provide information to visitors on local attractions.

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Stamp of approval for town's tourism ambitions
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