

**LIVING
LERWICK
LIMITED**



March 2015 Newsletter

Your Town, Your Bid, Your time to Shine

SMALL TOWN, BIG HEART

World's Best Tattie Soup

The Havly Café received the accolade of “World’s Best Tattie Soup” after winning a competition organised by Living Lerwick in January. Nine food establishments took part in the good natured competition, which was judged by members of the public by means of a scoring card on the Monday and Tuesday of Up Helly Aa week. The cash prize of £100 was won by Mike Sutherland from Dingwall, said he enjoyed visiting the various places to sample the soup and that it had led him to places he didn’t know existed.



BID MANAGEMENT

CU Marketing

New Staff

Two new part-time staff, Helen Smith and Tracy Lobban have joined CU Marketing, the company responsible for managing the BID. Amongst other work, they will both be supporting the delivery of the Living Lerwick management contract. Helen is the new Communications Officer and has been tasked with public relations. You’ll see Helen out and about over the next few months and she’ll keep you informed of Living Lerwick’s funding bids, events, discounts and training opportunities open to levy payers. Tracy Lobban is the new Finance Officer and she is preparing to take control of the invoicing system, so you’ll see an improvement in this area. Tracy will also be assisting Christena with those all important funding applications.

Training Opportunities

CUSTOMER SERVICE TRAINING – OPEN TO ALL BUSINESSES

Whether you work in retail, hospitality or the service sector good customer service counts. Business Gateway are offering a free one day course in the

Principles of Customer Service to all businesses in the Lerwick BID area. The workshop will be available on two days in April and will train your front-line staff to deliver a great customer experience that will leave your customers raring to return. Training is delivered by the Highland Retail Academy and all participants will get a World Host badge, sticker and certificate.

Phone Living Lerwick on 696932 to register interest or to book your place.

If you would like more help with Social Media please get in touch with Helen at Living Lerwick . If enough people express an interest, we can organise workshops and training that address your needs.



Social Media Got You in a Spin?

QUICKTIPS FOR FACEBOOK

- 1) Use photos & videos. Think of Facebook as you shop window, where you display goods to tempt customers in to your shop. Posts with images receive 50% more engagement than those without.
- 2) Like, share & comment on posts. Engagement is key when it comes to social media, especially on Facebook. Liking, sharing and commenting on posts are a great way to increase visibility on Facebook.
- 3) Get testimonials from customers
- 4) Check your mail. Some potential customers prefer to direct message you via Facebook; because of this it's best to check your inbox, that way you'll not miss a sale.
- 5) Keep posts short – between 100 and 250 characters is recommended.
- 6) Share exclusive discounts and promotions.
- 7) Be timely. Your audience will be more likely to engage with posts when they're related to subjects that are top of the mind, like current events or holidays.
- 8) Timeliness is also important when replying to comments on your posts. The faster you reply, the more likely people will engage with you in the future.
- 9) Review performance of your posts. Check your page insights regularly to understand what's working to keep your posts relevant and engaging. Page insights will help you understand your audience and what type of content interests them.
- 10) Keep Posting!



WINTER FESTIVAL SURVEY RESULTS

In January, we asked you to complete a short questionnaire on the 2014 Winter Festival. The results of the survey will help shape this year's festival. A full breakdown of results can be seen on our website – but here's a snapshot. Thank you to all those who completed the survey, your opinion counts!

- * 77% thought the Winter Festival brought more people into the town centre.
- * 87% want to see the Christmas tree back at the Market Cross
- * 85% want the parade & switching on of the lights to be held on a Saturday
- * 77% want musical entertainment to be provided in 2015
- * 74% think entertainment should be on Saturdays

It's never too early to plan for Christmas! Christena and Tracy are currently lodging funding applications to make sure this year's festival is bigger and better than 2014.

GIVE A LITTLE GAIN A LOT



WAYS TO SAVE

Did you know that BID members can save money with collective buying power? CU Marketing recently saved £199.81 on their electricity and water rates by using the services offered by Business Advisory Support Ltd. In the run up to the Winter Festival businesses were offered the opportunity to save money on maintenance, as Living Lerwick organised for gutters to be cleared as the Christmas lights were hung. This service will be offered again this year and offers value for money under Living Lerwick's objective "Give a Little Gain a Lot".

Business Forums

Business Forums are back on the Agenda! We want you to work with us to make the Lerwick BID a success. In order to deliver the BID that you want, we need an hour of your time. But if more time is needed to work through things we'll be there for anyone wishing to stay on a peerie bit longer. Helen will be in touch shortly to organise dates and times with you.



Park & Bide

TRAFFIC & PARKING SURVEY

We're currently working on a traffic management survey, which will be sent out to you very shortly. The form will be available online, or we can send you a paper copy if you prefer to fill it out manually. Your feedback is crucial—we need to hear how traffic management affects your business so that we can effectively represent your views when talking to the Shetland Islands Council.

Please contact Helen on 696932 if you require a form to be posted out to you, or if you'd like to discuss any aspect of traffic management.

IMPROVE WHAT WE HAVE

SUMMER FLOWER SCHEME

Lerwick will be awash with colour once the summer flowers bloom. Angus Nicol of Frakkafeld is already busy planting seeds and bringing on flowers for this year's displays.

Trailing pansies, for the new improved hanging baskets are being planted this week. Some of the original planters on the street are past their sell by date and we're sourcing new ones, through COPE Ltd and they'll be replaced in time for summer.

We're putting together a funding package application for larger planters that will incorporate seating. These planters will be strategically placed in order to deter motorists parking where they shouldn't.



Courtesy call

Where do you park when you come to work?

Are you taking up a space that could be used by a shopper?

Please be considerate and leave spaces in the short stay car parks for shoppers.

Shops need customers and customers need parking.

