

Town Development Manager Report For Town Council Meeting 14 February 2022

Town Centre

Christmas promotional campaign

This multi-media campaign ran from 17 November to 31 December 2021.

The full campaign report has been submitted separately by the Communications Officer.

Key outcomes:

Compared to the same period last year:

- Footfall in the town centre increased by 8%
- GoNewMilton.com traffic increased by 508%.
- Catchment area for repeat shoppers increased massively from just the New Milton area to a broader area including Highcliffe, Christchurch, Hurn and East Parley in the west - and Bransgore, Bagnum, Burley to the north.

A claim for the campaign costs has now been completed and submitted to NFDC who will, in turn, be claiming funds from the Government's Welcome Back Fund, along with their other expenditure under this Fund.

Neighbourhood Plan

1. Promoting Walking & Cycling

Of the six walking routes surveyed by the Green Routes working group and improved by the Estates Team, four of these routes use mostly public footpaths rather than pavements. Community feedback will now be sought on these routes in a survey shortly to be announced. Details on these four routes can be found on the Neighbourhood Plan page of the Town Council website.

Because of the pioneering work carried out by the Green Routes working group, NFDC has selected New Milton as a pilot in their Green Routes Infrastructure Strategy. **This will provide a resource to inform future improvement projects.**

NFDC is undertaking a survey of footpaths and green spaces throughout the Parish, with an assessment of their value for leisure and for accessing community destinations – with annotations on how they might be improved. A number of potential improvement projects will therefore be identified.

The survey detail is being documented on an online mapping system.

The work will then be presented to the Town Council in April - with potential funding routes for selected projects to then be considered.

2. High Street & Social Infrastructure (HSSI) fund: Diabetic-friendly cookery lessons

We are bidding for up to £15,000, in support of our Plan's Health & Wellbeing aims, to fund a 3-year programme of socially prescribed cookery lessons - to enable those with diabetes, or pre-diabetic, to eat more healthily.

Each course of 4 lessons would take groups of 10 through the ingredients, preparation and cooking techniques to help them achieve a diabetic-friendly diet. With diabetes being a major concern for our local GP surgeries, we are advised that this is something our local GPs are very keen to prescribe. We are working closely with Olly Leicester, our local Social Prescriber on this project and in discussion with the Quaker House as a potential venue for the cookery lessons.

Our bid, which successfully passed a telephone assessment, will be submitted by the end of February, and benefits from the free support of a consultant to help us ensure compliance.

If successful with this bid, we also see an opportunity to collaborate with local eateries to encourage the promotion of diabetic-friendly options.



Christmas Days New Milton Campaign Report

Overview

The Welcome Back Fund is providing councils across England a share of £56 million from the European Regional Development Fund (ERDF) to support the safe return to high streets and help build back better from the pandemic. Locally this programme is being administered by New Forest District Council.

NMTC and the Go New Milton Brand created a Christmas Comms Campaign to:

- Promote the shopping experience in New Milton
- Increase footfall to New Milton during the Christmas period

The campaign was an outstanding success resulting in 8% increase in footfall in New Milton.

(This was despite the announcement of the omicron variant and the New Milton Christmas Festival being cancelled, and the arrival of two severe storms, Arwen and Barra)

Campaign Theme

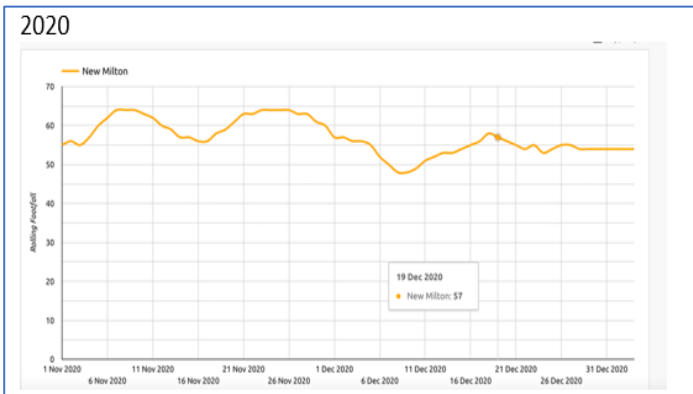
- New Milton is a magical place at Christmas
- Dazzling display of Christmas lights
- Friendly Independent Traders
- Featured a cheeky cheery Robin
- Free NFDC car parking on certain dates
- New Milton being easily accessible by train, bus, and car

Outcomes

- GNM website traffic increased by 508% compared to last year
- GNM social media engagement increased by 3184% to last year
- Campaign reach :
 - Radio 42k listeners
 - Digital media & publications – 211k+ readers

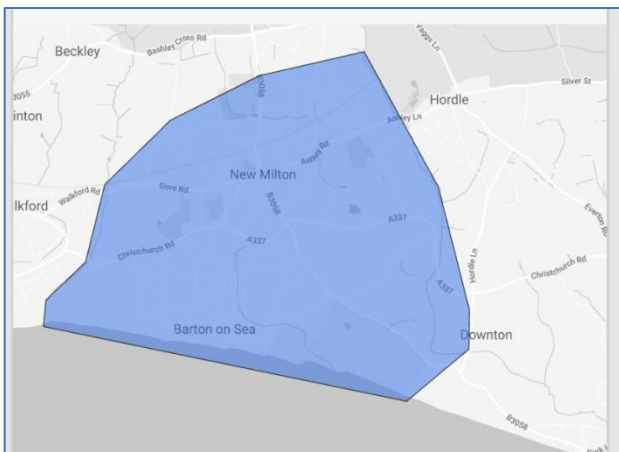
Outcomes *continued*

- 8% increase in footfall in New Milton

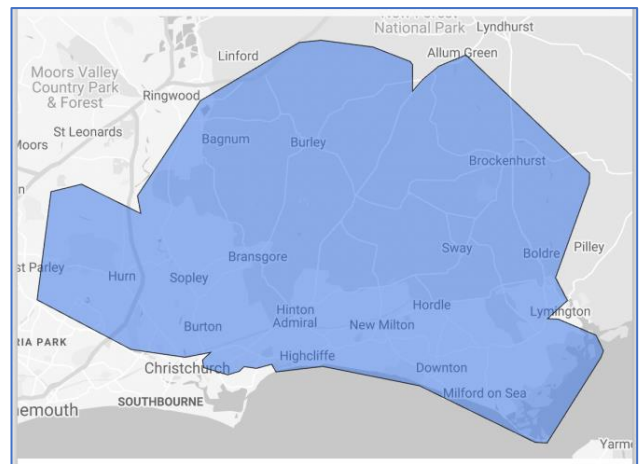


- Extended catchment area

17 November – 31 December 2020



17 November – 31 December 2021



Media Mix

Press Release	Mailchimp e-news	Banners
Posters on noticeboards	NMTC Social Media	GNM Social Media
NMTC website	GNM website	FB Advertising
Digital advertising	Printed advertising	Partnerships
Vinyl decals on Yellow Buses	Christmas images	Radio Jingle

Partners

Daily Echo	Dorset Echo	Dorset Living Magazine	Go New Forest Website
Hot Radio	Juice Creative	New Milton Advertiser	Prince Publications
South Coast Social	Yellow Buses	New Forest Signs	NFDC Car Parks