



**Category:** Community Relations Campaign

**Company:** Cardiff University

**Entry title:** Love Grangetown, Shop Grangetown

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**Brief and objectives:**

Cardiff University's Community Gateway aims to help make Grangetown an even better place to live and work by creating partnerships and activities between University and community members. This results in the co-production of world-class research, teaching and volunteering opportunities which respond to local needs.

One local need raised was practical support for independent businesses in Grangetown. Following research by business and marketing students from Cardiff Business School, the Love Grangetown, Shop Grangetown PR campaign set out to promote defined business support proposals and to highlight the benefits to both Grangetown businesses and their customers.

Working hand-in-hand with local partners Grangetown Community Action, the campaign then sought to support businesses as they put the proposals into action.

PR Campaign objectives:

- Encourage business owners to work together for their mutual interest
- Work with community partners and business owners to identify activities to support a thriving business community
- Position Grangetown as a positive place to do business and an independent shopping district of Cardiff
- Support increased footfall to the area from outside of Grangetown
- Promote local businesses to potential new customers
- Achieve media coverage in the Cardiff area to promote the identified activities to the community

NB. The research (and the first business forum meetings referred to elsewhere) took place before June 17

### **Rationale behind campaign, including research and planning:**

- Meetings held between local residents and business owners identified a need for increased cross-promotion and support for local businesses
- 300 Cardiff Business School undergraduates were asked by residents in 2015/16 to research ideas to revive Grangetown high street
- Eleven of the best ideas were taken forward by four Masters in Marketing students who consulted with residents and businesses
- The research found that a business forum, a street market, a Grangetown brand and an independent business map of Grangetown were most favoured by residents and businesses
- 11 student volunteers from Cardiff Business School worked with Cardiff University Enterprise team to support residents to set up a local street market, including offering marketing and PR advice

### **Strategy and tactics, including creativity and innovation:**

#### Face-to-face contact

Business owners were contacted directly in person at their businesses - an effective method in a small community. The personal interaction helped win the trust of a business community that was initially sceptical.

#### Stakeholder management

Partners focused on promoting the four key delivery objectives (business forum, street market, Grangetown brand, independent business map) with each supported by the University in several ways. Each objective has tended to engage different private sector audiences including local start-ups and entrepreneurs working from home, small food and craft businesses, shopkeepers on Grangetown high street and freelancers who are part of Cardiff's Creative Economy network.

#### Media relations

Media coverage gave businesses a platform to talk about their work as well as advertising activities such as the street market to a wider audience. Local media was the focus due to the need to attract the local community to activities.

#### Branding

A small independent team from Cardiff's Creative Economy network created a brand identity for Grangetown, including a Grangetown logo. Residents and business owners were invited to utilise the brand to promote the area as an independent shopping district of Cardiff. The Grangetown brand also includes other marketing collateral such as merchandise.

#### Social media

Twitter was used to help promote activities once a core of businesses had agreed to work together. The existing Community Gateway Twitter account was used to communicate activities generally, while a separate Twitter account was created to promote the now regular world street market.

### **Implementation of tactics:**

The engagement programme allowed the project partners to successfully make contact with thousands of people in the community:

- Direct mail
- Flyers and posters at local schools
- Direct visits to businesses
- Social media
- Training events
- Support of Love Grangetown, Shop Grangetown website
- Media coverage
- Presentations to residents
- Digital marketing including photo campaign
- Printed banners and tote bags
- Printed advertisements in Grangetown News and on Grangetown Community Action website

The project team met and engaged with:

- Grangetown residents
- Local schools
- Local councillors
- Local business owners
- Cardiff Council Economic Development Team
- Local charities and community organisations
- Local media
- Cardiff University staff and students

### **Measurement and evaluation:**

Media coverage was sought for the launch of the new business forum (to make businesses and potential customers aware), and for the world market to encourage people to come along.

Coverage included:

- BBC Radio Wales, BBC Radio Cymru, Made In Cardiff TV and the South Wales Echo

Customers reached:

- 23 businesses were featured on the new Grangetown independent businesses map (5,000 copies printed)
- 50 businesses were approached to be featured on the map
- 20 businesses took part in the forum
- 30 to 40 independent businesses exhibited at the street markets
- Up to 700 residents have attended the street market events

Customer/business feedback

Four Cardiff Business School Masters students interviewed 69 visitors to the street market and found:

- 73% of those interviewed will shop in Grangetown more because of the market
- 83% will be more likely to support local shops and businesses in Grangetown
- 35% of visitors interviewed were not from Grangetown
- Of those 35%, 78% said they would shop in Grangetown more following the event
- 100% of those interviewed said the market should continue

In addition, 19 attendees at the business forum completed evaluation forms of the events and 100% said the forum will benefit their business.

Social media

- 155 followers on Instagram
- 242 on Twitter
- 290 followers on Facebook

Businesses have benefited from better networking opportunities to support their work and more opportunities to promote their products and services. The business forum has resulted in a sharing of best practice and the introduction of sector experts to support activities. The extra exposure for local businesses has increased opportunities for people to shop locally and use local businesses for other services.

### **Budget and cost effectiveness**

Budget: £5,000 (Cardiff City Region Exchange Award)

Total spend was exactly on budget:

Printing/Mailing: £1,496

Branding/merchandise: £2,987

Facilities/Additional charges £517