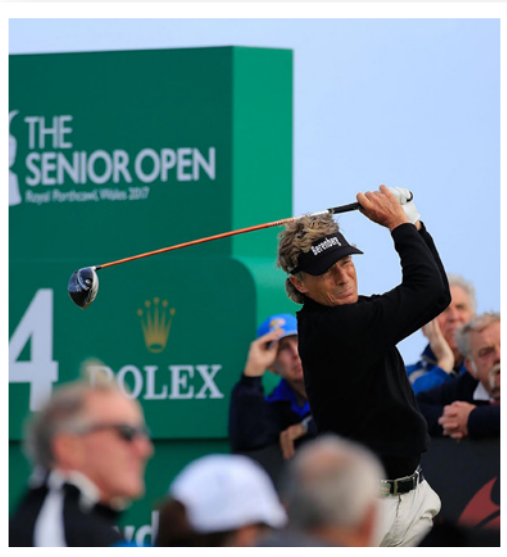
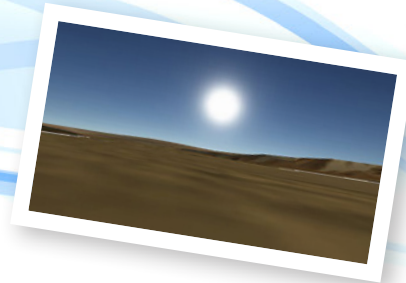


## 1. Marketing, Public Relations & Image

- a. Encouraging more visitors and residents of England & Wales to visit Porthcawl and spend money in the resort's businesses through a co-ordinated and concerted marketing and public relations campaign.
- b. Concentrating on promoting the positive images and visitor experience of Porthcawl as a place to visit & use as a base for wider exploration of the County Borough & beyond.
- c. Porthcawl to take more control of our own future, and the image we present.
- d Porthcawl is a dynamic confident town and it's time to start selling Porthcawl as the top destination it is portrayed in the media.



2. Raise Porthcawl's profile through marketing, public relations and events designed to attract additional visitors all year round leading to increased sales.
3. Increase the vibrancy of Porthcawl through a co-ordinated and well-publicised programme of events.
4. Improve the street environment providing a better resort experience for your customers and a more attractive place to trade.
5. Deliver additional services to those already being delivered by the statutory agencies – current services will be recorded.
6. Reduce business costs through collaborative marketing initiatives and joint purchasing schemes which will offset the cost of your annual contribution.
7. Give the business community greater involvement in Porthcawl with a 'voice' and a stake.



# REVIVE & THRIVE

## NETWORKING EVENT

10th November 2017  
at The Grand Pavilion, Porthcawl

## To explore further growth opportunities and establish Porthcawl as a vibrant resort

By providing a collective voice for business both large and small driving forward a powerful agenda to develop an identity for Porthcawl as a vibrant and cultural destination and a great place to do business with a strong historic background & flourishing future for all who work, visit and live in the area.

Porthcawl is experiencing competition from neighbouring city centres, out-of-town retail parks, low cost foreign holidays and of course the internet. Visitors and shoppers are looking for more when coming into town, an experience worth having, in a clean safe environment that offers a wide variety of attractions, amenities and shops.

Visitors and shoppers have the world of choice at their finger-tips and nearby towns offering similar attractions are just as easy to visit.

Large shopping centres and out of town retail parks charge a service levy to all their tenants to offer security teams, a clean environment and a targeted marketing resource. Many town centres are struggling to compete with this and the rapidly changing retail sector. However, by a town coming together in a 'joined up' way there are opportunities to successfully compete and additional grant funding can be generated to help the town to become more attractive and welcoming to visitors and investors.

Led by the businesses in the town, will help our businesses to grow and improve, enhancing the town for residents and visitors, through innovative, new projects.



*Two great  
workshops by the  
national 'Revive  
and Thrive'  
team*

# The 'do nothing option' What will fill the void?

Public sector funding has been cut dramatically and the future only promises deeper and wider reductions in Council services. It is already evident that the Public Sector is increasingly unable to provide many of the enhanced marketing and additional services that add value to places like Porthcawl. Borough Councils role is changing from provider to enabler where business and communities have to take up the reins to address the widening void.

## However

### Let's be positive!

- Investment in the harbour has encouraged wider investment to create the emerging Harbour Quarter.
- The completed Jennings Building refurbishment, in-progress Maritime Centre and the Ice Cream kiosk refurbishment.
- Heritage Lottery grants have been leveraged to encourage townscape commercial premises upgrades.
- The Town Council is developing plans to refurbish the Eastern Esplanade to extend the promenade experience from Ocean View Flats right through to Coney Beach.
- Existing and new retailers are enhancing the local and visitor retail offer.
- Malc's café in Rest Bay is undergoing a major re-development with plans for a smaller centre being discussed to enhance facilities at Newton Beach.



## Opportunities

Principal feedback from businesses, visitors and residents:

- The perception of the town
- The overall image of the town centre
- A lack of evening and night-time attractions
- Free car parking
- Quality and availability of public toilets
- Gaps in the towns 'retail offer'.

Two main issues for business: 'cheaper parking'; and a 'co-ordinated marketing strategy positively promoting the town centre' are improvements that would help "a lot".

The next five most popular improvements were: all year round programme of special events to attract higher spending customers'; 'coach parking'; 'improvements to public spaces'; and 'improved street cleanliness and emptying of bins'.

One specific initiative that would really benefit business, 'free parking' drew the most comments, followed by "events". Other initiatives mentioned include: Town wide free wi-fi and a marketing strategy to raise the profile of the town for residents, businesses and visitors.

