

EXETER CITY COUNCIL**EXECUTIVE
20 NOVEMBER 2012****SUPPORT FOR BUSINESS – CHRISTMAS PERIOD****1. PURPOSE**

- 1.1 To approve expenditure on a promotional programme to support smaller independent businesses during the important period leading up to Christmas.

2. BACKGROUND

- 2.1 The Christmas period is a critically important trading period for many small businesses in the city, whether directly or indirectly involved in retail. Estimates of the value of this period to annual business turnover regularly assess it as providing up to 40% of the year's takings.
- 2.2 This sector, particularly those businesses that add variety, distinctiveness and interest to complement the High Street stores, provide important economic benefits through employment, multiplier effects through consequent expenditure, and add to the attraction of the city.
- 2.3 In this continuing difficult economic climate and despite the headlines highlighting the relative resilience of the city's economy, it will come as no surprise that many smaller businesses have little if any resources to promote themselves. There is a need to support them where possible in looking to make the most of this trading period.
- 2.4 The City Council has been working in partnership with the Cathedral, Chamber of Commerce and others to ensure the new Christmas Market is an added attraction this year, to draw in more visitors to the city. It is important to complement this with promotional activity and also to draw attention to those other areas of the city away from the Cathedral Green and the High Street.

3. PROPOSAL

- 3.1 It is proposed to support a programme of additional marketing activity aimed at attracting additional visitors from outside the city. The primary element of this will be contributing to the costs of a publication which will be distributed externally outside the city in Devon and promotion of the guide and its contents via web-based and social media.
- 3.2 Content of the guide and additional focussed advertising over a three week period in the local papers will focus on providing the more "independent" shopping areas of the city.

4. FINANCIAL IMPLICATIONS

- 4.1 The costs of this promotional campaign are £12,500. There is no budget approved for this in the current financial year. It is proposed that it is funded from monies not yet allocated from the New Homes Bonus.

5. RECOMMENDED that:-

- 5.1 The programme of additional promotional activity to support the City's independent traders be approved.

**RICHARD BALL
ASSISTANT DIRECTOR, ECONOMY**

**Local Government (Access to Information) Act 1985 (as amended)
Background papers used in compiling the report:**

None.