

Marketing Tattenhall Project – Notes of Discussion with Pam Bradley CW&C

Clerk had meeting with Pam Bradley of CW&C to discuss ways of taking forward project to increase visitors and business in Tattenhall.

It was noted that Tattenhall has a strong on-line presence through Tattenhall online and other social websites and social media pages.

CW&C has received funding through the High Street Recovery Fund and a campaign is being launched in March to Celebrate Businesses which had remained open through lockdown and to thank them and to start a conversation.

It was reported that during the second lockdown essential businesses on High Streets have seen a reduction in trade compared to the first lockdown and it is thought people have found new ways of shopping e.g., click and collect (*It is not known if this is true of Tattenhall*).

CW&C can offer outdoor queue markers and umbrellas – the Clerk requested some umbrellas for use by customers.

It was noted that the Government is due to announce the future plans on the 22nd February regarding lockdown which are being awaited.

In addition to the Borough wide campaign which Tattenhall can take part in, it was suggested Tattenhall required a campaign of its own, the following ideas were suggested:

- Create unique brand for Tattenhall.
- Create phrase or #.
- Have a logo or design.
- Create a short explanation of the project - objectives.
- Get the message out!
- Possibly hold a virtual works shop – councillors, businesses and residents to shape the above – identify key words which describe Tattenhall.
- Love Tattenhall – what do we love?
- Lifestyle – work towards returning to a lifestyle where you walk to the local shop and enjoy your surroundings.

It was suggested that Cllr Jones be asked to support the project through his members budget 2021-2022.

Ann Wright
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