

**From:** Bridgend Traders Forum <bridgend@epmuk.co.uk>  
**Sent:** 31 January 2023 10:58  
**To:** bridgend.tc  
**Subject:** [MARKETING] January meeting



**Bridgend  
Traders Forum**

**Together we are stronger**

Dear fellow business

**January 2023**

We hope 2023 will be good to us all.

Some updates below:

## **Next Forum Meeting**

**Tuesday 7th February**

5pm to 6-30pm

In 'Market Square', central seating area in Bridgend Indoor Market

If you have any issues or items to add to the Agenda please let us know by email over the next 24 hours

## **Digital Christmas Survey**

BCBC have devised a survey to see how the initiative 'Spend Christmas in your town' was received by business and customers.

If you could please take a minute (it says 10 mins but it does take only a minute) to complete the survey and **accentuate the need for the APP, website and social media as important tools for promote the town** then we will receive more support and funding otherwise it will stop.

We need everything we can possible get form BCBC to help promote the town as a destination for shopping, dining and leisure.

## **From Andrew Highway - BCBC Town Centre Manager:**

*The council has compiled a short online survey to seek the views of town centre businesses in Bridgend, Porthcawl & Maesteg about The Spend Christmas in your town centre initiative.*

*The initiative included a Digital Christmas website, town centre apps, radio/print adverts, shop window posters & YouTube films with the aim of encouraging people to shop locally. The results of the survey will provide important feedback and help in the evaluation of the initiative.*

*I would be grateful if you would take a few minutes to complete the online survey by following this link:*

<https://wh1.snapsurveys.com/s.asp?k=167334587475>

## **We Love Bridgend APP**

You can still register for the APP as it will be continuing into 2023

Register your business for FREE now



Be part of the destination and tourism APP for free

## **Bridgend Traders Forum.**

We would like to invite you to join an up-to-date mailing list, so you can be kept informed of any information appertaining to the Town Centre.

If you would like to be a part of this list, go to the online form [HERE](#) and fill out / update your business information in the simple form.

If we all get involved and take some ownership of these initiatives, it will benefit us all.

Please feel free to send any comments, suggestions or ideas on what else can be done or how you want to be more actively involved in any of the above

Together we are stronger

Beth Daniel

Chair

**Bridgend Traders Forum**

07989 981912

[Register HERE](#)

Past initiatives and updates - For reference:

## **Christmas in Bridgend 2022**

### **Christmas Window Competition**

The winners have been chosen. Here's a word from the Borough Mayor:

*This afternoon accompanied by the Mayor of Bridgend Town we visited each shop entry.*

*The standard was very good and certainly promotes the festive season.*

*After much deliberation, our nominations*

*1<sup>st</sup> Prize – Dewi Griffiths Jewellers*

*2<sup>nd</sup> Prize – The Rhiw Arcade*

*3<sup>rd</sup> Prize – Venitia Steele*

*All eleven entries were of a very good standard.*

*More than happy to present the prizes after the next full council in the Mayors Parlour.*

*Thank you*

*Cofion*

*Martyn*

So congratulations to the winners and we will let you know when the Mayor can do a presentation.

### **Christmas Parade and Lights Turning on Event**

Even with the hard rain all day the event still went ahead. Some images here:



### **Digital Christmas**

Over the festive season the BCBC will be using the 'Spend Christmas in your town centre' brand to encourage people to visit their local town centre to shop, socialise and celebrate.

To help communicate the message there will be:

- Radio adverts on Bridge FM
- Magazine adverts
- Social media posts
- Posters in shop windows
- A free town centre parking offer is also in place
- Dedicated Christmas events page on the council website.

To specifically support town centre businesses, Bridgend County Borough Council is offering businesses the chance to advertise promotional offers on a 'Digital Christmas' website, which is FREE to businesses in Bridgend, Porthcawl & Maesteg town centres.

EPM creative will run the website from Saturday 12th November 2022 to Thursday 5th January 2023 inclusive. As part of the promotion of the website EPM are offering businesses a FREE entry on the We Love Bridgend app for the promotional period (12/11/22 – 05/01/23).

The We Love Bridgend app can be downloaded search BRIDGEND on **Apple Store** or **Google Play**

Or scan the QR code:

Businesses can register for one or both of these initiatives by using the following link:



**Welsh**

<https://nadoligpenybontarogwr.online/cofrestru-eich-busnes/>

**English**

<https://bridgenddigital.christmas/register-your->

business/

We hope you will become involved in whichever way you feel will help your businesses engage with a wider consumer base during the Christmas trading period.

So, as you can see lots going on to help the businesses and drive footfall to the area.

Together we are stronger - Support the High Street



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