



 **BID4Oban Newsletter** 
BID4Oban Ltd December 2015 Issue 30

News from the BID office

BID4Oban would like to take this opportunity to wish all our levy payers a

**Merry Christmas and a Happy and
Prosperous New Year!**

Please note:

**The BID office will be closed from 24th December 2015 and will reopen on
Tuesday 5th January 2016**

Digital Ambassador News

What a quick year this has been, it seems to have flown by. I'm sure everyone is looking forward to the festivities and especially for most of us the chance for a wee break. I'd like to thank everyone who works over the festive season and wish you a very Merry Christmas when you get the chance to relax. In fact I'd like to wish everyone a Merry Christmas and healthy and happy New Year when it comes.

Don't forget it's not too late to get in touch if you have an offer you would like us to share for you, it only takes 5 minutes to do and at the moment we're promoting them as Festive Headliners. I'm also starting to fill up the diary for Spotlight Businesses next year, they've been very popular and reach upwards of 1,000 potential customers so if you think you would like to take part just call the office and I'll be happy to come and discuss it with you.

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Love Oban Vouchers

A combination of last week's advertising and the impending festivities have seen an increase in activity with the Love Oban vouchers. A great present for Christmas that can be spent in a large number of places throughout the Town, if you accept them.

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In addition to Webster of Oban Photographic Centre and the Sports Shop we are delighted to announce that vouchers can now also be purchased at the Oban Phoenix Cinema. This makes it even easier to purchase vouchers as the Cinema is open when the other outlets are closed. We would like to thank the Cinema for supporting this the 'Oban Pound' and helping to keep money in the town for the benefit of all sorts of businesses.

The scheme has been greatly successful with sales of more than £17,000 to date.

Please note that some vouchers may be soon approaching their use by date - so please check before spending or accepting any vouchers.

Events

The 21st of November saw the return of the annual reindeer parade marking the start of the Winter Festival and the switching on of the Christmas Lights around town. This year again on behalf of our levy payers the lights have been augmented by the solar powered trees fixed to the lampposts in town in areas that would not normally be lit.

This was possibly one of the busiest parades to date with an estimated crowd of well in excess of 3000. Whilst this was Bid4Oban led event it would not be possible without the help of volunteers who give their time freely to ensure the continued growth and the success of the event. For this reason a very special thanks goes to The Rotary Club of Oban and the Oban and District Lions for their continued support.

In addition thanks also to the various departments of the council, Police Scotland, West Coast Motors and the local taxi drivers, as without their co-operation the event would not place.

And finally Santa, a very special vote of thanks as despite this being his busiest time of year he always manages to find space in his diary for the Love Oban Reindeer Parade.

Oban Times

Last week saw us advertising in the Oban Times to help promote the Love Oban vouchers in the approach to Christmas. After a meeting with Nicky Murphy we decided on a package to maximise the impact of the message that we wanted to convey, rather than simply placing an advert. We found this approach refreshing and are looking forward to another conversation in the New Year to discuss our advertising requirements for the year ahead.

What has been interesting about the approach that Nicky is taking is that she has a collaborative approach that is routed in what the customer wants to achieve and this is what defines the marketing to be done across all the platforms available. It is great to be working with someone with such a strong marketing background, rather than just placing adverts as required.

If you want to discuss a marketing campaign in more detail across all of the Oban Times print and digital platforms, contact Nicky on 01631 568014.

World Host Training Day

As mentioned in our previous Newsletter, Business Gateway has kindly agreed to provide a World Host Training Day. This is accredited, world class customer service training with a certificate and badge on completion!

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We are pleased to confirm that the date for the training has been confirmed as Wednesday 20th of January from 10.30 am till 3 pm normally attendance on one of these training events would cost in the region of £40. Originally developed in Canada this is the programme that was used to train the Gamesmakers at London 2012 and the Clydesiders at Glasgow 2014. The acclaim that the hosts of both games received demonstrates the efficacy of this training. People 1st, the charity which organises the programmes, recognises the fact that a lot of SMEs don't have access or the resource to provide to quality customer service training that could really help their businesses.

In order to maintain the quality of the training please register by emailing admin@bid4oban.co.uk as soon as possible to avoid disappointment.