



Press Release 31st October 2020

Scotland's Towns Partnership Resilience Fund

BID4Oban LTD (Oban Business Improvement District) received more good news this week with a funding award for £20,000 from Scotland's Towns Partnership. The award was above expectations and will be used as follows:

Shop Local, Support Local, Use Local – October 2020 to March 2021

Working with established local media organisations Oban Times (16,700 Weekly Circulation), Oban FM and newly created Digital Oban Business Directory we have an exciting campaign that encourages customers to support local businesses across Oban. This is aimed at local residents across the surrounding area. We want people to change their mindset and spend locally be it with national chains, or independent retailers and service providers, if they spend in Oban!

Love Oban Brand – Utilising our successful Love Oban Vouchers Scheme we will heavily advertise and highlight the benefits of using locally sourced vouchers to support our key independent retailers. This is a proven platform works for Oban.

Oban Business Directory – Established since the COVID onset, this one stop shop for everything Oban including business, activities, what's on, services. We will heavily promote Oban business services utilising social media partner KMC Communications.

Marketing Shop & Support Local – Using the Oban Times and Oban FM along with social media we will create a compelling story and reason on the importance of the rolling Oban pound. Weekly stories and scenarios will be created by way of advertising, advertorials, talk shows and highlighting local businesses. Preferential advertising rates have been negotiated with local media to advertise their services.

Social Media – Highlighting business services using social media vox pops.

Late night shopping – This will be heavily promoted in the run up to Christmas to spread customers across the day to make it easier for them to shop in comfort.

We will be involved in the **pan-Argyll Shop Local campaign** which involves support to non-BID towns offering support and advice.

Free Parking – We are in the process of negotiating free parking across Oban for December. This is partnership working with Argyll and Bute Council and BID4Oban. We hope to hear of a successful outcome prior to December.

Commenting on the funding, Andrew Spence of Oban Business Improvement District said this is a welcome boost in the run up to the festive season. We are making every effort to change the mindset of people in relation to how they use local businesses and services. This funding will go along way to ensuring we can support local businesses via marketing, advertising and promotion.

Ends