

# Town Talk - Wimbledon

Advertisement Feature

Wimbledon  
Town Centre Management

## Banners, A-boards, posters – Business Forum

One of the reasons for the existence of Wimbledon Town Centre Management is to make Wimbledon better for business.

Many of our local businesses actively pursue their marketing activities by the use of A-Boards, banners and posters around the town centre to promote their products and services to the local community.

However, these activities have at times been in conflict with the council's remit of reducing street clutter, and of course keeping within health and safety regulations.

To formalise, promote and streamline these advertising opportunities, the council has now created a new post of Advertising, Filming and Sponsorship Officer which has been filled by Andy Thompson. He will be the guest speaker at the forthcoming business forum from 9.30am to 11am on July 9, at San Lorenzo Fuoriporta.

"There are a number of opportunities which are going to be made to enable local businesses to raise their profile and promote their services to the residents of Merton," said Andy.

"Aside from raising the profile of the businesses we're also hoping that it will be a great way for the businesses to interlink with the local community through sponsorship of events and community projects."

"I know from all the conversations I have had with Wimbledon businesses over the last few years that this initiative will be welcomed," said Tracy Francis, Wimbledon Town Centre Manager.

"It has been an ongoing request from businesses to be able to promote their shops with the

use of A-Boards, banners and posters, but there are rules in place which prohibit certain marketing activities, and it has in the past created problems for some of our businesses."

"To have specific methods of advertising, with formal permissions and costs, will allow our retailers and local businesses to plan their advertising campaigns in a structured way, rather than the 'put it up and see if they take it down' approach that they have had to endure thus far – a system which has caused frustration and money-wasting in the past."

The events which the council is looking at include the fireworks nights which are attended by more than 12,000 people, and the Merton Active plus summer and Easter courses which are attended by school children from across the borough.

"Another area which I am currently looking at is how to increase advertising opportunities around the Wimbledon fortnight and to capitalise on this," added Andy, "examples include offering people the chance to advertise at the tennis park and ride scheme at Morden Park which attracts more than 800 cars a day and Wimbledon Park which has more than 600 cars a day using the public car park there."

"I know from experience that this topic will be very popular with our Wimbledon businesses, so if you would like to attend, email [tracy@wimbledontowncentre.co.uk](mailto:tracy@wimbledontowncentre.co.uk) with your name and company to reserve your free place, as places are limited by space," added Tracy.



Members of the business community at a recent meeting of the business forum



### Wimbledontowncentre.co.uk to carry advertising for local businesses

The Wimbledon Town Centre website is to introduce advertising for local businesses on its website at [wimbledontowncentre.co.uk](http://wimbledontowncentre.co.uk), which attracts more than 7,000 visitors per month.

The site already carries information on local restaurants, entertainments and hotels at no charge to the organisations concerned as this is considered essential information for anyone visiting Wimbledon.

"Our aim is to promote Wimbledon, whether you are coming here to shop or work or if you already live here," said Tracy Francis, Wimbledon Town Centre Manager, who also runs the site.

"We will not be changing the information provided to visitors as this is crucial to our role in Town Centre Management, and the site must remain one that gives out useful information regardless of advertisers."

"The hotels are the hotels, whether they advertise with us or not, so they will remain listed on the 'places to stay' page. The same goes for the restaurants, cinema, theatres, etc. Carrying advertising on the website will allow any Wimbledon business to also have a presence while at the same time bringing in much needed revenue for Wimbledon Town Centre Management, which is funded and supported by businesses and the council."

"The pricing structure is being developed now, but anyone interested in taking an advertising block on the website should contact Tracy at [tracy@wimbledontowncentre.co.uk](mailto:tracy@wimbledontowncentre.co.uk)."

For more information visit [wimbledontowncentre.co.uk](http://wimbledontowncentre.co.uk)