

Year One Progress report - 1/9/09 to 31/8/10

Project Title: The CatStrand – Going for Growth

Project Reference No: DG80

Project period: 1/9/2009 to 30/9/2011

The aims of this project are:

- Building capacity to maximise income streams and expand activities
- Developing a diverse and dynamic business base
- Supporting local economic growth
- Working for a sustainable future

The objectives are:

- Development of new audiences
- Increase in volunteer activity
- Increase in participation
- Increase in visitor numbers
- Increase in sales of merchandise
- Increase involvement of local business
-

Activities Undertaken in Year One:

- Recruitment of a part time Marketing Officer, Peter Renwick, who commenced employment in September 2009.
- Commission of a detailed Audience Analysis to investigate:
 1. Who are our audience?
 2. Where do they come from?
 3. How often do they attend?
 4. The value of regular customers

This analysis showed us that:

1. Our present audience consists of a mix of local residents, regional visitors and visitors from outside the region.
 2. We need to build and maintain our regular audience.
 3. We need to increase awareness to visitors from within and outside the region
- Marketing Activity undertaken:
 - New focus on fundamental tools of marketing
 - Development of website and online marketing e.g. e-newsletter, gallowayvenue.com, event listings
 - Social networking e.g. Glenkens online, Facebook

- New marketing activity e.g. local press & publicity, DG Life, West Sound radio, planned & targeted distribution
- Planned and targeted distribution: Brochure and poster print
- Developing Email List
- Partnership working; including RSPB, Galloway Forest Park, Glorious Galloway, D&G Arts Festival, Spring Fling, Kirkcudbright Arts Trail, Robert Burns Centre and many local businesses and initiatives

Progress Made in Year One

- Facebook – 167 members
- Mail outs - 349 members
- The CatStrand Website – 1199 hits in July 2010
- Completion of a new separate venue hire website www.gallowayvenue.com
- Monthly poster run of 80 posters distributed regionally
- Events listing at The List, S1 Listings , DG Online, DGAA, Wozz On, Raring to Go, Press Association
- Advertising with The Standard Galloway news, Glenkens Gazette, DGLife , The Bulletin, D&G Art Festival, Spring-fling, Kirkcudbright Arts Trail, Stranraer Ferry, West Sound
- 5000 Programme brochures distributed by direct distribution and volunteers

Growth in year 1 of the project

- Visitor numbers: 15% increase to 22,000 in 2010
- Event attendance: currently 73%, increasing from 54% a year ago
- Participation: achieved 57% of our project target, mainly including over 60's and micro businesses
- Business showcase: over 90 small businesses have sold their crafts & produces from the CatStrand shop in the last year
- 25% increase in sales in 2010