



REDISCOVER SAFELY CAMPAIGN STAKEHOLDER PACK



BACKGROUND

We want our local businesses, town centres and high streets to thrive despite the ongoing pandemic.

To support the safe return to town centres and high streets, we are launching the Rediscover Safely campaign.

It is being funded by a Reopening High Streets Safely grant from the European Regional Development Fund, allocated to BCP Council by the government.

The initiative aims to reassure people that it is safe to go out to shop, eat and drink, and remind them of the unique appeal of businesses and retailers.

The campaign from BCP Council is aimed at residents, but we are providing resources and materials for businesses and organisations to show their support.

VISION AND OBJECTIVES

The campaign centres on the Rediscover Safely message, reflecting the call-to-action to get people out on the high street with confidence.

We want to...

- Inspire people to return to the high streets and make an active choice to spend and shop locally
- Create confidence in residents that it is safe and secure to return to local shops and businesses
- Generate a buzz around the unique appeal of local businesses and shopping that galvanises people back out to the high streets

#RediscoverSafely
www.bpcouncil.gov.uk/shopsafe

KEY MESSAGES

EXPERIENCE

Remind consumers of the high street experiences they've missed.

Entice shoppers to explore new areas and try new things.

Shopping local offers more than just the spending element – social, wellbeing, etc.

SAFETY

Emphasise the safety measures that have been taken in shop, venues and transport.

It is everyone's responsibility to make going out a safe experience.

Three simple actions that can promote safety – wearing a face covering, physical distancing and washing hands.

COMMUNITY

The High Street is the heartbeat of the community.

It needs your help to keep it going.

Shopping local helps your community and helps the environment

CAMPAIGN APPROACH

The campaign will run across three tiers:

● TOWN CENTRES

Bournemouth, Poole, Christchurch

● DESTINATION HIGH STREETS

Westbourne, Boscombe, Ashley Cross, Broadstone, Pokesdown, Southbourne

● LOCAL HIGH STREETS

Ashley Road, Winton, Kinson, Highcliffe, Lansdowne, Charminster, Canford Cliffs, Moordown

Each location will have highly-targeted and bespoke campaign visuals and adverts, designed specifically to appeal to its demographics and reflect the area's business profile.

The campaign will be promoted through a series of online programmatic adverts (social media and websites), local media and outdoor advertising (digital screens, bus advertising etc).

Materials are also being made available for businesses to show their support. Posters and social media assets can be downloaded from bpcouncil.gov.uk/shopsafe. Campaign stickers and facemasks will also be available.

The generic campaign hashtag will be **#RediscoverSafely**, though we will be encouraging localised use to show support for specific areas (**#RediscoverPoole**, **#RediscoverPokesdown** etc).

#RediscoverSafely
www.bpcouncil.gov.uk/shopsafe

CAMPAIGN ASSETS

The following assets are available to you to support the campaign:

POSTERS *All assets*

Top level generic message (Rediscover Safely) posters and separate posters of the areas can be found at bcpcouncil.gov.uk/shopsafe

SOCIAL MEDIA ASSETS *All assets*

- **Facebook banner** (generic – Rediscover Safely)
- **Facebook cards** (for all locations)
- **Twitter banner** (generic – Rediscover Safely)
- **Twitter cards** (for all locations)
- **Instagram cards** (for all locations)

WEB ASSETS *All assets*

- **Banner image**



EXAMPLE TWEETS

It's time to Rediscover your local area with confidence

bcpcouncil.gov.uk/shopsafe *#RediscoverSafely*

Our businesses are working hard to keep everyone safe
it's time to Rediscover [POOLE]

bcpcouncil.gov.uk/shopsafe *#Rediscover[Poole] #RediscoverSafely*

Rediscover your favourites, support your local businesses

bcpcouncil.gov.uk/shopsafe *#RediscoverSafely*

Let's keep everyone safe – hands, face, space –
and Rediscover our high street with confidence

bcpcouncil.gov.uk/shopsafe *#RediscoverSafely*

#RediscoverSafely
www.bcpCouncil.gov.uk/shopsafe



European Union
European Regional
Development Fund



HM Government

