

## **RE-OPENING BRIERFIELD TOWN CENTRE**

- Brierfield has been allocated an additional £4,180 from P&R Committee. Total amount of money available is £11,490
- Quick wins to be implemented ASAP – hand sanitising stations branded in positive Brierfield messages.
- Marketing campaign - banners to be installed throughout the town centre promoting Covid secure town centre – another quick win.
- Key focus is the promotion of Brierfield in the run up to Christmas and a shop local campaign. Multiple videos to be shot promoting Brierfield which can then be used in online campaigns.
- The allocation provided by P&R to be used for a loyalty scheme.
- Collaborate with Brierfield Town Council to see how we can bring more footfall into the town centre
- Promote the work Pendle Council Communications team is already under taking

Attached is some examples of what other areas are using the funding for.