

Communications and Marketing Agency Bolton Scene Testimonials – Appendix 4

Bolton Arena

Just a short note to say thank you for the excellent service we get from you, Andy and the team, and to let you know we had a great response to the 'free starter pack' offer that we ran in the February edition. The response paid for the advert several times over.

If this level of response continues for the remainder of our one year agreement, we'll get a healthy return on our investment. Therefore this offers us future confidence to continue commitments in Bolton Scene.

Thanks also for 'keeping your promise' and giving us quality introductions into businesses. We are hopeful that some of these will lead to new business and positive partnerships.

Kind Regards

Gwyn Hughes
General Commercial Manager

Bolton College

Since my appointment as Marketing Manager for Bolton College in 2007 the College has utilised the Bolton Scene as a key element of its advertising strategy aimed at reaching our adult target market. Utilising the Bolton Scene has enabled the College to broaden its distribution network, achieve savings at a time of spiralling print costs and increase its profile in the local media. The College has over achieved on its adult targets and the marketing department has built a strong working relationship with the Bolton Scene's staff who have worked extremely hard to deliver an excellent service. I would have no hesitation in recommending the Bolton Scene as an advertising medium and look forward to working with the Council in the future.

Kind regards
Steve Murphy

Squid

I have found Michelle both courteous and professional to work with over the last few years that sQuid have been advertising in Bolton Scene. We have found the publication a very useful medium, in order to reach out to local people in Bolton, as we increase awareness of sQuid and our involvement with the Council and the wider community.

Kind regards
Bede

Be Safe

The Safer Bolton Strategic Partnership has a statutory role to provide information to communities and effectively engage with communities and is measured through the Community Strategy and LAA through a number of confidence, perceptions and satisfaction indicators relating to fear of crime, perceptions of Anti-Social behaviour and most importantly how well people feel informed about what the Council and Police are doing to tackle these issues. The Bolton Scene has provided us with the opportunity to deliver key community safety messages throughout the year to every household in Bolton. Each year we deliver extensive campaigns on burglary reduction, theft from person, reporting ASB, Christmas safety etc through the Scene and this has contributed to improvements in confidence, satisfaction and perceptions and has also played its part in Bolton achieving the best crime reduction performance with Greater Manchester with over 5317 fewer crimes this year, a 19% reduction. Since April 2009, the partnership is also required to produce an annual community partnership plan and the Scene provided us with an opportunity to ensure every household in Bolton was aware of our achievements, our priorities and upcoming actions for the year ahead. The be Safe partnership is proud to be part of the Bolton family and the Scene provides the most visible demonstration of how the Family comes together.

Gill Hughes
Head of Community safety services
Tel; 01204 331226

Greater Manchester Waste Disposal Authority

GMWDA see Bolton Scene as a very important communications tool and we have previously used it to advertise environmental campaigns, in particular waste prevention – i.e. the Love Food Hate Waste campaign. Bolton Scene reaches a wide readership and because it is delivered to every household in Bolton, makes it one of the best ways for GMWDA to communicate with residents in Bolton, and ensures key environmental messages get through in a cost effective way.

Kind regards,

Rebecca

Greater Manchester Police Authority

Advertising in the Bolton Scene offered our organisation a cost-effective communication solution - it enabled us to deliver key messages into every household in Bolton. As an organisation which represents all Greater Manchester communities, reaching as many people in the City Region as possible is vital and we would not hesitate considering using Bolton Scene again when trying to engage with local people.

Greater Manchester Police Authority