|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Spending Areas** | **1** | **2** | **3** | **4** |
| **Research** |  |  |  |  |
| Survey of pedestrians in city centre - £150 |  |  |  |  |
| Postal survey of 1000 households - £600 |  |  |  |  |
| Online survey using targeted email - £1000 |  |  |  |  |
| Gathering a focus group - £750 |  |  |  |  |
| Local newspaper survey - £350 |  |  |  |  |
| **Staff development** |  |  |  |  |
| Use current staff and online tutorials - £300 |  |  |  |  |
| IT student from Swansea University - £750 |  |  |  |  |
| IT business specialising in new technology - £1500 |  |  |  |  |
| Specialist Business company offering a week long course - £1500 |  |  |  |  |
| Local job centre training - £400 |  |  |  |  |
| **Advertising/Marketing** |  |  |  |  |
| Letter box blitz/5000 leaflets - £500 |  |  |  |  |
| Newspaper adverts in local press - £500 |  |  |  |  |
| Radio adverts on local radio - £1000 |  |  |  |  |
| National press newspaper adverts £2000 |  |  |  |  |
| Posters around the local area - £275 |  |  |  |  |
| **Shop Fitting** |  |  |  |  |
| Basic - £1000 |  |  |  |  |
| Professional Company - £3000 |  |  |  |  |
| Team of local fitters - £2000 |  |  |  |  |
|  |  |  |  |  |
| **Total spend £** |  |  |  |  |