

HIGH STREETS MATTER

One-Page Plan: Boosting Footfall & Profitability in Coastal Norfolk Shops

This plan provides strategic insights and actionable recommendations to help shop owners and managers in coastal Norfolk enhance their business operations and drive growth.

OBJECTIVES

- Increase average daily footfall by 30% in 3 months
- Boost conversion rate from footfall to sales by 15%
- Improve net profitability by 20% over the next quarter

STRATEGIES & TACTICS

| Area | Actions | KPIs & Metrics |
|------------------------|--|---|
| Visual Merchandising | Refresh window displays weekly using seasonal coastal themes. Use bold signage. Highlight 'local bestsellers.' | ✓ Footfall counter ✓ Window engagement |
| Promotions & Bundles | Launch 'Beach Day Bundles' and 'Buy 2, Get 1 Half Price' offers during school holidays. | ✓ Promo redemption rate ✓ Avg. basket size |
| Local Partnerships | Collaborate with nearby cafés or boat tour providers for cross-promos (e.g., 'Show receipt for 10% off.') | ✓ Partnership footfall referrals ✓ Sales from cross-promos |
| Google & Maps Presence | Optimise online listings. Add 'Open Now' updates, reviews, & photos weekly. | ✓ Monthly impressions ✓ Direction requests from Google |
| Events & Experiences | Host 'Seaside Saturdays' – live demos or craft workshops on busy weekends. | ✓ Attendance numbers ✓ Event-day sales lift |
| Loyalty & Feedback | Introduce stamp card or 'locals' discount.' Ask for quick feedback at till. | ✓ Repeat visitor rate ✓ Feedback volume/sentiment |

METRICS TO TRACK (WEEKLY OR MONTHLY)

- Footfall: In-store traffic (manual tally or counter)
- Conversion Rate: Visitors vs. transactions
- Average Transaction Value (ATV): Total revenue ÷ transactions
- Customer Reviews: Google + Facebook – aim for 10+ new/month
- Repeat Visits: Track stamp cards or loyalty redemption

SUCCESS LOOKS LIKE

- More people coming into the shop and talking about it
- Higher spending per customer through bundles and add-ons
- Locals and tourists choosing your shop first