show excellence

Retail Alliance

Services For Towns

LEEDS**NET**

Est 1996

Introduction

Introducing Retail Alliance

The whole purpose of our Retail Alliance service is to boost trade and footfall in high streets, in markets and in towns, to the benefit of retailers, businesses, residents, the local economy and visitors.

Our represents over two years of planning and implementation to provide a comprehensive set of tools to assist in the regeneration of UK high streets, markets and towns.

- Our service is used as an example of best practice by the Department of Retailing and Marketing at the Manchester Metropolitan University Business School, and forms part of its courses on Town Centre Management & Marketing.
- Our service is also recognised by The Institute of Place Management as an example of best practice.
- We have also shown our work to the Department of Communities & Local Government's Portas Towns Review Team. Kate Clarke, one of the review team, recently wrote 'Your ideas appear to be a great way for traders to engage with their consumers, and we too hope that it will help to change the prospects of the High Street.'
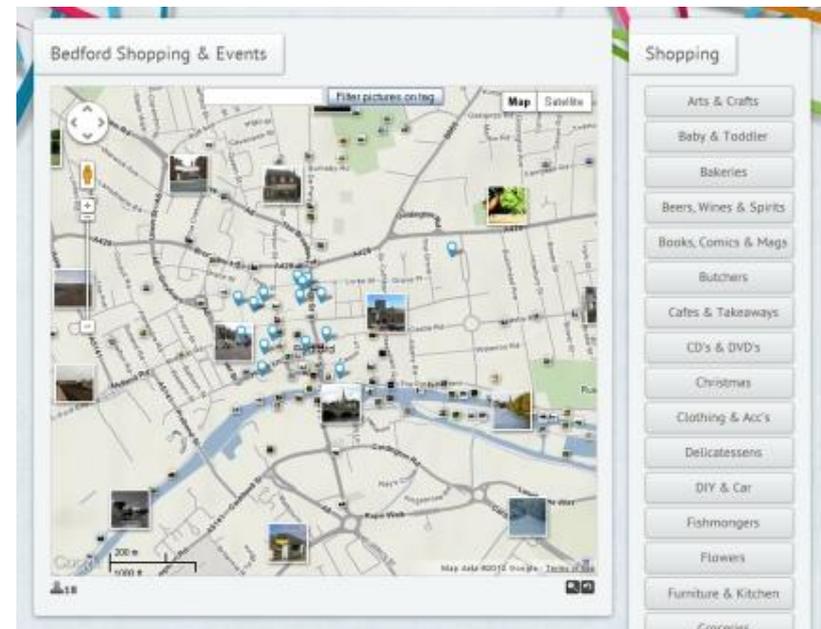
Regenerate

Strengthen new & long term retail & business provision in your town

Towns need new businesses to grow as a destination. Business startups and established owners will see the provision of our service as a direct benefit to their business. That will help to convince them to establish their business in *your* town rather than elsewhere.

New traders can benefit from an immediate presence on the site – essential for popup shops and new street markets.

Make your town become a visitor destination

Turn your town centre into a venue and promote activities and events such as street theatre in public spaces, or food & cookery promotions, which can help bring new custom to food shops, restaurants & markets. There's even a recipe database built in to include recipes from celebrity, local professional chefs and for favourite regional foods.

Make shopping fun again!

Our service will help to present your town as an attractive and enjoyable destination by informing both residents and visitors of:

- The range of goods and services the town has to offer, right down to specific product lines and exact locations.
- Events, festivals and entertainment in the town's venues and open spaces
- Leisure and recreation facilities, green spaces and water features, etc.
- Buildings, locations and structures of architectural and historical interest
- Up to date information on parking & transport facilities

Independent traders and retailers can show innovation and individuality, and also provide the consumer with a friendly and welcoming interface.

Proven

Rather than trying to attract potential customers to a market or high street by telling them they will like it when they get there, our sites are designed to draw in those who are looking for something specific in their area.

In over ninety percent of cases, a search for something which is listed in the 'What We Sell' [or equivalent] page on our sites, followed by name of the town or city the site serves, will bring up at least one result on page one of Google.

Our sites are database driven and use the very latest in information management technology, but are simple to use for both retailers and visitors.

The sites have been designed as a unified system, allowing retailers to show independence and individuality, but at the same time provide the visitor with a friendly and welcoming interface.

You can prove to yourself how visible your town's products could be at

www.leedskirkgatemarket.co.uk

[Search Google for an item from a Trader's 'What We Sell' list, adding 'Leeds' to the end of the search term]

Gillette Foam Sensitive Leeds

About 3,320,000 results (0.47 seconds)

Gillette Series **Sensitive** Shave **Foam**
www.**gillette**.com/...**foam**/...**foam/sensitive**-skin-shave-**foam**.as...
Gillette Series **Sensitive** Shave **Foam** uses hydrating glycerine and a patented formula of gentle emollients to moisturize your skin as you shave.

Gillette Sensitive Shave Gel
www.**gillette**.com/en/...**foam**/...**foam/sensitive**-shave-gel.aspx
Shave Gel and **Foam**Menu_Level_2_Click_Shave Gel and **Foam** ...
Menu_Rating_Click_Series **Sensitive** Skin Shave Gel. RATE NOW arrow ...

Leeds Market - Ken Harris
www.**leeds**-market.com/index.php?option=com...79...
Leeds Kirkgate Market, Europe's largest covered market with everything you need in ...
Gillette 3x Body Spray **Sensitive** White ... **Gillette** Shave **Foam Sensitive** ...

Gillette Series Shaving **Foam Sensitive** Skin 250 ml
cottingleypharmacy.cambrianalliance.co.uk/index.php?...
3 Cottingley Vale,**Leeds** West Yorkshire LS11 0JY ... **Gillette** Series Shave **Foam Sensitive** gives you a smooth shave and smooth skin. Price : £2.25 ...

Gillette Shaving **Foam** - **Sensitive** Skin 200ml items in Urban Trading ...
stores.ebay.co.uk/Urban-Trading-Online/**Gillette**-/_i.html?_...
Buy Urban Trading Online, **Gillette** Shaving **Foam** - **Sensitive** Skin 200ml items on eBay. Find a huge selection of **Gillette** Triple Action Protection Body Spray Cool ...
L'Oreal, Lancome, **Leeds** United, Leonardo, Linda Papadopoulos, Liverpool ...

First Impressions

Each site is individually branded for the town in cooperation with the Town Partners. A number of layout options are available.

On the Home page, a large Google map of the town displays the location of every business & group registered on the site, as well as images of the locality from Panaramio, and a Google Streets facility. Clicking on a map pointer displays a popup panel containing brief information about the business, a small image and a directions button. Clicking the directions button changes the map and shows a walking [or driving] route from the site visitor's location to the business, along with a graph of the terrain and a list of directions.

Also on the home page are links to the Town guide, a QR code which is different for every page on the site, information about the latest events in the town, and of course menus for navigation.

'Latest News' type information can be added & prominently displayed on the home page

Every page displays social sharing - Twitter, Facebook, LinkedIn, StumbleUpon, etc.

Bespoke Branding

Every website we provide for UK Towns is unique.

There's no 'one size fits all' attitude with us, because we recognize that individuality is key to the whole identity of a town.

We'll work closely with your Town Partners and brand your site so it's just right for the image you want to project.
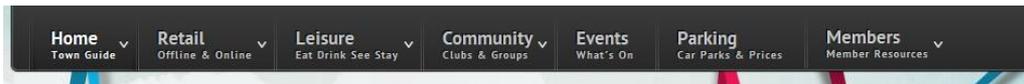
There can even be different styles for different areas of your site. For example, the Food & Drink section can have a different style to the Events & Entertainment section.

Your website for your Town.

Smartphone compatibility is built in

Navigation

Main Menu
The Main [top] menu has links to information about the town, events, shopping, and resources for registered members.

Retail, Leisure & Community
The Retail, Leisure & Community Menus can be switched to display map or list based information about different categories. For example, on the Retail map, clicking on e.g., 'Bakeries' will display all the Bakeries on the town map, with popups etc as described. List mode will display the shops in the category with introductory detail and an image, which leads to the business's pages within the site.

Events
The Events & Entertainment Menu works like the shopping menu, divided into categories of venues, such as Sports, Social, Nightlife, Community, Family, Outdoor, Festivals, or whatever is required.

Members
When a Town Partner is logged in to the site, they see a menu with tools & facilities appropriate to their user group, and other tools which are common to all business users.
These special Menus display on certain sections of the site and are not visible to casual visitors or ordinary registered users.
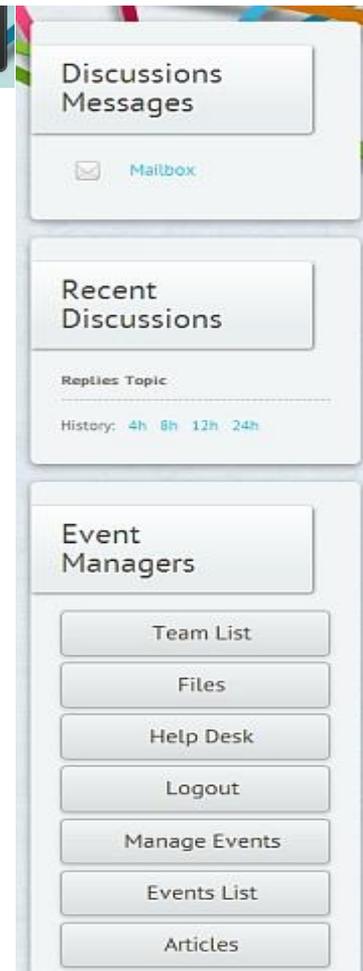
All Retailers In One Store

Retail Alliance - It's like an 'Amazon' but just for your Town.

Retail Alliance brings all the retailers in Town together in one big online shop.

For people out at work all day, the shops are often shut by the time they get back and besides, after a long day at work, most people just want to go home and relax.

Up until now, that's meant the only other way to get the shopping in is to order from one of the big online supermarkets - taking even more trade away from the high street.

Retail Alliance provides one storefront for all the retailers on the site who want to use it, so *shoppers can order everything they need from their favourite retailers online and make one single payment.* The payment is automatically split, and the appropriate amounts sent to the retailers.

Click & Collect or Delivery
Provided the Town retailers have organised a collection point or points, the customer can call & collect their shopping, or have it delivered if a delivery service has been set up. Of course, remote customers can order appropriate goods for delivery too.

And now, of course, there are all those brilliant products and foods, made only by independent retailers, to look out for!

Image shows example featured items & store categories

The best of both worlds for everyone - including the environment.
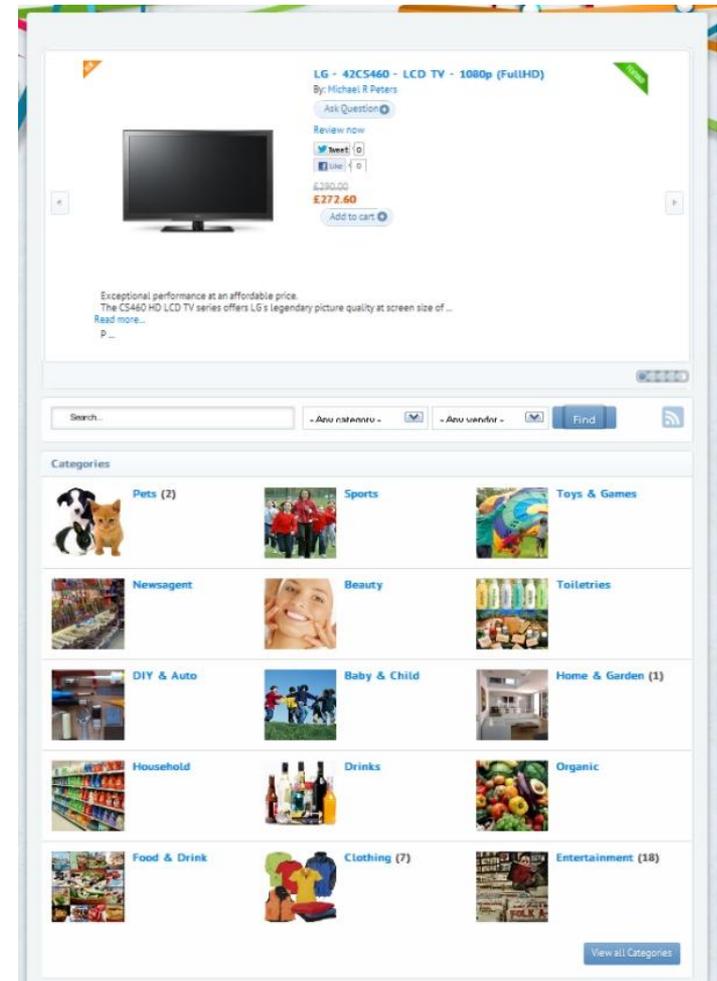
Retail & Leisure Marketing

Advertising Made Easy

Advertisements which display on various areas on the main and mobile site can be created in minutes, and can be text only, image only, or both.

Advertisers can select the layout and see a live preview of the ad, before choosing the target audience and if they can be seen by site members only, or all visitors to the site. Advertisers can choose to pay Per Click, Per Impression or Per Day.

Features:
Advertisers have exact control over design, duration & spend
Ads & campaigns can be tracked with full statistical reporting
Fraud Prevention is built in to avoid fraudulent clicks & impressions
Ads can be targeted to specific areas of the site
Ad can go live immediately
Ads can be created in about ten minutes from start to live display

Comprehensive Voucher Management

Our comprehensive discount voucher management system allows shops, restaurants, etc., to create great looking vouchers which increase footfall & turnover. Shoppers can group selected vouchers together and print them out on a single page, or scan QR codes to their phones for presentation at the business premises.

Features:
Time limits can be set
Vouchers can be discount, cashback, etc.
Customers can choose to display vouchers by categories and sub-categories
Vouchers can be emailed to friends and promoted through Facebook, Twitter and other Social Bookmarking tools
Customers can rate and 'like' vouchers
A map displays vouchers with stores' icons and lists coupons from those stores.
Customers can subscribe to newsletters about voucher categories of interest.

Businesses can start with a free trial package, then buy vouchers on demand, or buy a package based on a number of vouchers or a period of usage.

Payments for these facilities can be used to contribute to the running costs of the service as a whole.

Groups

Everyone who registers on the site can decide which group is best for them:

Community
Leisure
Residents
Retailers
Town Partners

Registration forms and profile pages have different fields, depending on the user type.

SMS Facilities - Town Tweets:

When registration by anyone apart from a general user is approved, the member will receive a contact via SMS, appropriate to their activity group. This enables the user to submit to the Town Tweets service.

Different groups have access to different facilities on the site...

Registered Users

Town Improvements

It's one thing to 'do up' a high street, market or other area of a town, but when all the excitement has died down, keeping up appearances is equally important.

Our sites include a facility to quickly and easily report local problems such as potholes, fly-tipping, grafifti, faulty street lights, broken paving, waste disposal, etc. Notifications are automatically emailed to staff in the appropriate departments.

Gathering Opinions

The sophisticated 'Votes' facility can gather vital information on what people really want in their town.

Answers to questions such as 'What sort of shop would you most like to see opening for business in town?, and 'What opening times would best suit your lifestyle? are really valuable to local retailers, and especially to someone thinking of setting up a new business. Information gathered can be displayed in charts & graphs.
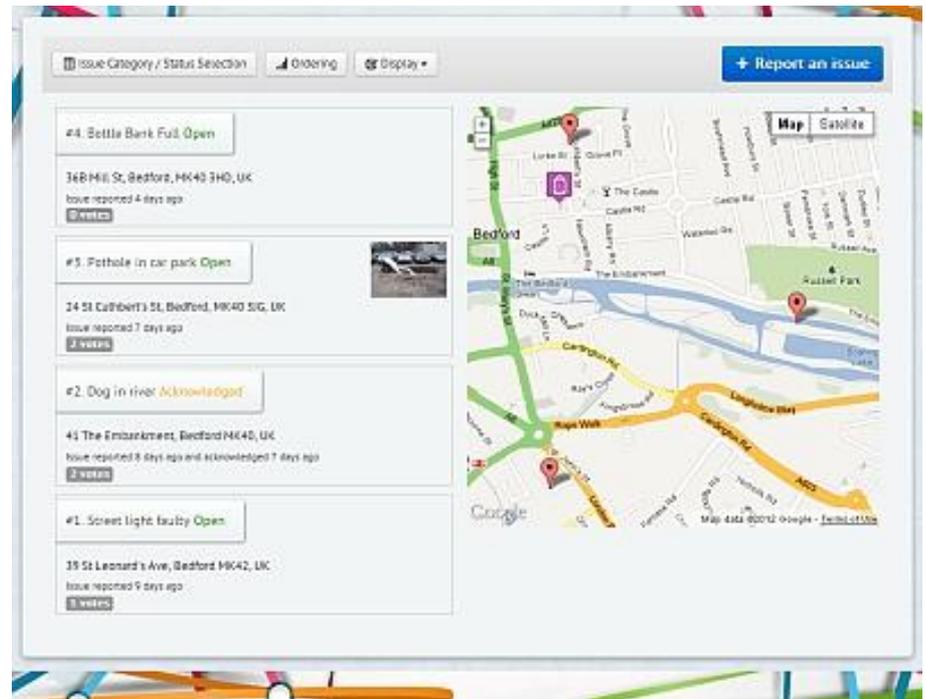
Members

Town Tweets:

Three Twitter feeds are provided [categories can be changed, decreased or increased]. Food & Drink, Shopping & Fashion, and Events. Members can alert interested parties to new promotions or just arrived stock, events, etc. by sending a text message from their mobile phone. The SMS is converted to a Tweet and goes out on the appropriate Twitter feed.

Authors & Articles:

Every member can generate content for the site. For example, 'How To' articles which pass on specialist knowledge. Such articles can be very useful to people looking for advice, they raise awareness of the member and enhance their professional reputation, not only in the town, but in the wider world. The articles can take the form of a blog if required.

Discussions:

Members can create forums to discuss any matter, such as how to promote the town, planning, rent & rates, strategies, etc. There is also a private messaging facility between members.

Town Partners

Working Together

Making sure the right people have the right information can be very time consuming for all concerned. The built in document management system is simple & quick to use, and can save lots of time that can be better spent more productively.

Council officers & Town Team members can upload & manage documents, diagrams, instructions, maps, plans, etc. with the following facilities:

Documents, etc. can be arranged by category and subcategory

Article style descriptions for both files and folders

Introduction and full text descriptions

Ordering for presentation

Customizable thumbnail images

Download count tracking

Folder and file view layouts for presentation

New and updated file tracking

Help Desk & Knowledge Base:

Members and can ask questions about procedures, applications for licences, how to deal with certain circumstances, in fact anything at all to do with running a business or putting on an event in the town.

'Tickets' are automatically sent to, and answered by, designated members with appropriate knowledge. Any registered member with specialist knowledge & experience can be an advisor.

Information which will be useful to other members can become a permanent, but updateable, record in the Knowledge Base.

The recorded information builds over time and becomes, in effect, a handbook on best practice. It's always available and can be consulted at any time from any location.

Event Management

Properly managed events can make a town into an attractive destination for visitors, resulting in increased footfall and revenue for local businesses.

The Event Management & Project Management systems built into our sites go a long way to taking the stress and uncertainty out of promoting the town.
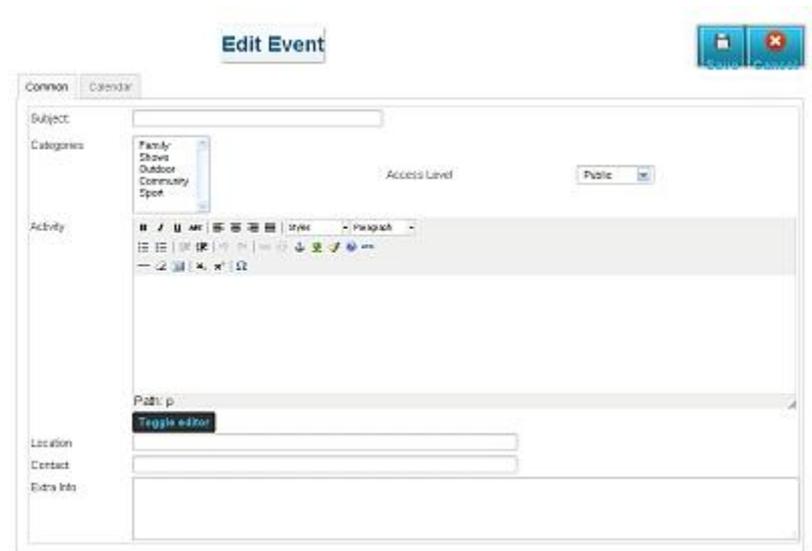
Events can be organised by category and display start and end times, closing dates, brief description, and location details.

Full details of the location or venue and facilities can be provided.

Settings can include the maximum number of participants and, if fully booked, the customer can be put on a waiting list, the booking facility can be closed, or the event can be hidden from view.

Designated organisers can receive email notification of new bookings, as does the customer.

Tickets, maps, directions, etc. may be downloaded by the purchaser.

Project Management

Managing projects usually requires specialist skills. Our Project Management system helps members to organise what needs to be done, who is going to do it and when it needs to be done by.

Milestones and deadlines can be set, tasks allocated and tracked, files and documents all kept in one place - accessible to everyone involved, task groups decided on.

Members can set up, manage & deliver projects such as organising street markets, festivals, popup shops, event planning, fairs, sports & school events, etc., in a clear and easily understood way.

Add or invite participants
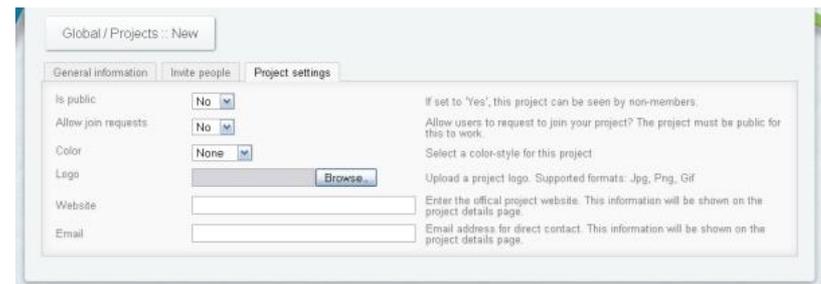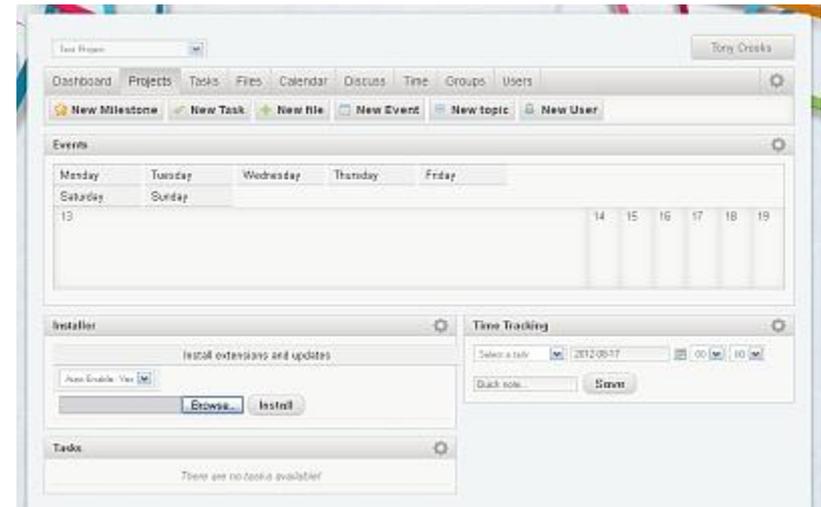
Add milestones

Task manager

File repository

Calendar

Forum

Time tracking

Advanced user access control

Topic related news alerts

Useful links

Community Involvement

The 'Games Makers', those 70,000 wonderful volunteers who did so much to make the 2012 Olympic Games happen, have inspired many more thousands of people to engage in voluntary work.

We all know how important it is to involve members of the local community in regeneration, and to create and maintain enthusiasm when there's so much to do.

LETS stands for 'Local Exchange Trading System' and is a great way of making sure that volunteers are rewarded for their efforts. It's a 'Mutual Credit System' and uses an alternative currency. It allows people to exchange goods and services without using cash or the normal banking system. Anyone can become a member - individuals, families, businesses, community groups, schools, etc.

LETS allows people to get things done, whether it's getting the washing machine fixed, or being part of a community project which makes a neglected area of town into a nice place to be.

Payments can be made on your Town site, by email, or even by SMS from mobile phones.

*Although not included as standard, we'll be happy to build a LETS system into your Town site.

Every town has a hidden wealth of people and skills.

The Community section brings people together to turn your Town into a destination and centre of activity.

Club & Group members can make full use of the Discussions, Projects & Events facilities, to plan and promote fundraisers and events, attract new members, and provide details of activities. These excellent facilities mean the site becomes a hive of activity for community groups, enabling them to organise their activities and engage with many more people than before. The benefits of providing community facilities are numerous. Greater awareness of independent retailers by the local population. Opportunities for local businesses to raise their profile, especially if they sponsor or otherwise engage with a local club or group.

Supermarkets give out vouchers for sports kit & computers worth a tiny fraction of a penny. Think how much more impact local businesses could have in bringing people together - good for the community and great for business.

Life's a two way street!

Accessibility

While mapping is extensively used in our service, directories for retail, Leisure and Community Groups are also available on the sites.

Special tools are built in to our sites to assist with accessibility. A 'toolbar' displays all the option on demand.

Screenreader

Reads selected text out loud

Font Resizer

Text can be adjusted in varying degrees of size, from very small to very large.

Selective High Contrast

Allows the user to 'paint' selected parts of the page in colours which can be chosen to enhance readability

CSS Contrast

Allows the user to change the text and background colours to suit their preferences for enhanced readability

Zoom with magnification lens

Areas of a page can be magnified by the user

Lightbox Extraction

Portions of a page can be extracted and displayed in a separate window

Training & Security

In the early days of setting up the service, we'll work closely with your Town Partners to make sure everything looks right and is set up and working properly.

We value your commitment in investing in our service and we will work with you to make sure you get the best return from it.

We understand that Town teams need to concentrate on core aims and responsibilities. We realise that it's difficult to remember everything from training sessions, especially if some time elapses between training and the need to manage the website.

Remote Assistance

By using appointment based remote access and remote assistance solutions, we can also provide training and support over the Internet.

In the case of remote training, sessions will be recorded and stored in the Help Desk & Knowledge Base on our main site, ready whenever you need help.

We'll be there when you need us

Continuous Data Protection (CDP) means all data is backed up every six hours to a secure off-site location, every day for two weeks. So if something goes wrong, we can put it right.

All our sites are hosted in a datacentre in North London, located within a secure private compound with a 3 metre high security fence, blast proof doors and windows, biometric iris scan security, CCTV and 24x7 on site security guards.

The centre has its own dedicated 11,000 volt connection to the National Grid. In the event of a power failure, on-site stand-by diesel generators with five days of fuel supply take over, and an Uninterruptible site-wide Power Supply provides a seamless supply of electricity.

Qualified technical engineers are on-site 24x7x365

We utilise 100% certified, renewable green energy sourced from hydroelectric powerplants.

Serious Protection

Collaboration

Some of the organisations who like what we do:

Manchester Metropolitan University Business School

http://www.business.mmu.ac.uk/

Institute of Place Management

http://www.placemanagement.org/

Love Clean Streets

http://www.lovecleanstreets.org

Empty Shops Network

http://emptyshops.wordpress.com/

We Will Gather

http://www.wewillgather.co.uk/

Vision-On

http://www.vision-on.co.uk/

LeedsNet Global

LeedsNet.Com started in 1996 and is one of the longest established web services companies in the United Kingdom.

The company was officially launched on January 9th. 1998 by the then UK Minister of State at the Department of Trade and Industry with responsibility for Science, Energy and Industry, The Right Honourable John Battle MP.

The launch took place at Business Link Leeds, and was attended by delegates from The Leeds Chamber of Commerce, The United Kingdom Department of Trade & Industry, and representatives from Leeds City Council.

During his speech, Mr. Battle said that "Tony Crooks is a man of great vision and practicality, and someone who should be listened to."

Since then, LeedsNet.Com has provided Web and Information Management services to many organisations, ranging from small businesses to multinational corporations, charities and public service organisations.

LeedsNet is now LeedsNet Global

We are located in the United Kingdom, USA & India

Tony Crooks & Rt. Hon. John Battle MP, Minister of State at the Department of Trade and Industry, at the official launch of LeedsNet in January 1998

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