The economic impact of

NORWICH







Castle Mall's marketing agency, Toolbox, aimed to generate PR coverage to the value of £1,000. As a result of hosting the charity events, the Parlour helped generate over £10,000 worth of PR coverage, whilst also raising over £230 for charity.



For every £1 invested into the Parlour from the marketing budget, the campaign generated £6.82 in return.



BEDFORD







Food establishments have seen a benefit in the additional footfall, with Greggs being top of the regional sales

ASHTON UNDER LYNE

Ashton Arcades

@ashtonarcades

In line with our commitment to improving inclusivity and accessibility within the Centre, we're very pleased to announce that the sale of ping pong balls in the Ping Pong Parlour, has enabled us to raise a fabulous £293.45 for our charity of the year,

@TOGMind!

#PurpleTuesday



CAMBRIDGE



Decathlon in the Grafton Centre reported a 59% increase in table tennis equipment sales in the period Sep 2018 - Aug 2019 (compared to the period Sep 2017 - Aug 2018)



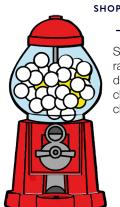
DEC4THLON

WESTON-SUPER-MARE









Sovereign Shopping Centre have raised over £180 through a ball dispenser which they donated to local charity 'Hope for Children' who help children that live in extreme poverty.

