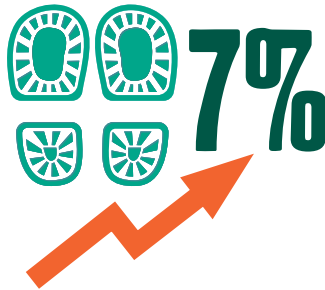


The economic impact of PING PONG PARLOURS

NORWICH

CASTLE MALL



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.

£1

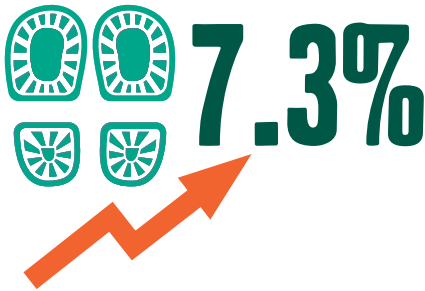
For every £1 invested into the Parlour from the marketing budget, the campaign generated £6.82 in return.

£6.82

BEDFORD



HARPUR CENTRE



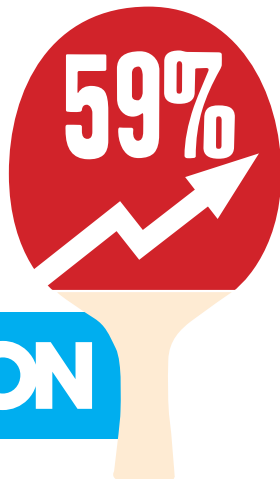
Food establishments have seen a benefit in the additional footfall, with Greggs being top of the regional sales



CAMBRIDGE

the grafton

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)



DECATHLON

WESTON-SUPER-MARE



SOVEREIGN SHOPPING CENTRE

£180

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.

