



Embargoed until Nov 30th 2012

Freshney Place claim the British Chambers' Marketing Campaign of the Year Award

A thriving shopping centre in the heart of Grimsby has been awarded the Marketing Campaign of the Year title at the British Chambers of Commerce Chamber Awards.

Freshney Place, which employs 56 people, beat off competition from hundreds of companies to win the prestigious honour, sponsored by the RBS Group.

The organisation impressed judges with the way it successfully launched 'Dress for Success', an innovative six-week initiative that invited women to 'spring clean' their wardrobes by swapping their unwanted workwear in return for a 10% off voucher to spend at leading retailers in the centre.

Over 800 people took part and all the clothes received were donated to local charity Women's Aid.

The campaign helped contribute to a 3.35% increase in footfall at a time when national retail figures were down.

Over 500 guests were on hand at the Guildhall in London to witness the culmination of the competition, which is the flagship event in the Chamber's 'Business is Good for Britain' campaign.

Joining Freshney Place Shopping Centre on the podium were eight other organisations, including an eco-friendly hair salon, an entrepreneurial funeral director and an international wholesale exporter.

The winners were:

- Austin's Funeral Directors' Claire Austin (Entrepreneur of the Year)
- Biotec Services International (Achievement in International Business)
- Elan Hair Design (Sustainability)
- Prism Total IT Solutions (Excellence in Customer Service)
- Ramsden International (Business of the Year and Outstanding Business Achievement)

- Simply Bows and Chair Covers (Most Promising New Business)
- Thomsons Online Benefits (Excellence in Innovation)
- The Trafford Centre (Commitment to People Development)

President of the British Chambers of Commerce Martyn Pellew said: “At the start of this year we asked businesses to show us why they are good for Britain and I’m delighted with how they have responded.

“We had a record number of entries from all over the UK, with some excellent tales of innovation, job creation, growth and export success.”

He continued: “Freshney Place Shopping Centre is a fitting winner of the Marketing Campaign of the Year Award and shows what can be achieved when you come up with innovative promotional ideas that benefit both the business and society as a whole.”

Nici Audhlam-Gardiner, MD, product and marketing, RBS business and commercial banking, said: “Competition is tough in the current market, especially in the retail sector, so a creative approach to marketing can make a real difference. Freshney Place clearly have a talent for generating business while, at the same time, benefiting the community. They are deserving winners.”

Now in its 9th year, the British Chambers of Commerce (BCC) Chamber Awards 2012 are supported by the RBS Group, BT Business, Dell, DHL Express, Westfield Health, Club Wembley and Acua Limited.

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British Chamber Awards

The British Chambers of Commerce (BCC) is the national voice of local business.

The BCC sits at the heart of a powerful nationwide network of Accredited Chambers of Commerce, serving over **100,000 businesses** across the UK, which **employ over five million people**.

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