



PRESS RELEASE

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NEW LOOK 'SHOPPING CITY' RUNCORN GOES BACK TO THE FUTURE

Runcorn Shopping Centre is going back to the future with a new look make-over that includes a return to the popular place name "Shopping City".

As the indoor shopping centre in Runcorn celebrates its 45th birthday and a surge in interest due to the construction of the Mersey Gateway Bridge, staff have been carrying out a marketing survey to drill down to the heart of the centre's identity.

And what they discovered was that the original name still runs deep in local culture. Over 93% of local people continue to refer to the centre as "Shopping City" despite five years' promotion as Runcorn Shopping Centre to coincide with a major revamp and investment by the owners, BMO.

Centre manager Karl Clawley said: "We conducted some research with our customers, retailers and Facebook followers and virtually all them thought the name 'Shopping City' was something they preferred. We have invested heavily in the centre over the past five years to improve its look and feel. We are now home to over 60 high street names and independent retailers, and consider ourselves to be at the heart of our community. We provide jobs for more than 1000 retail staff, work hard to engage long term unemployed people to help them get job-ready and support start-up businesses in The Box.

"On Saturday 1 July, we want to say 'thank you' to our local community by hosting an indoor summer fete, when we will reveal the new branding."

The free 'Community and The City' event, concentrated in Town Square, will run from 11am – 4pm and feature free activities, events and stalls hosted by local community groups and charities. Old photos and memories of the last 45 years will be captured in a display by Halton Historical Society and local library.

The centre's oldest shopper 100-year-old Bill Arnes will be guest of honour, along with Halton Mayor and Mayoress, Cllr Alan Lowe and Cllr Joan Lowe. Runcorn graphic designer John Saunders will reveal his new "Shopping City" logo and a new music video to the hit Starship song "We Built this City" will be premiered.

Created by North Star Digital and Pegler Communications, the video will feature the talents of more than 250 local school children, Mersey Gateway construction workers, Halton's mayor and mayoress, police officers, Halton Chamber CEO and dozens of retailers and shoppers.

Karl added: "The music video is a chance to view us as you've never seen us before. Watch it on our website and share on social media. It's a fun way of celebrating our new name and hopefully putting Shopping City on the map."

John Saunders, new branding designer, added: "I have lived in Runcorn almost all of my life so the Shopping City has been something I have always known. I have plenty of childhood memories of walking there with my mother and brother.

"In all that time I have never known the centre called anything but 'The Shopping City' and I think everyone in Runcorn would agree. So when there was an opportunity to work with Karl and the team to rebrand and bring back the original name, I jumped at the chance. It was the common sense thing to do for both the people of Runcorn and the shopping centre as a business."

For more information, go to the Shopping City website, www.runcornshopping.co.uk.

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