

# BID EVENT SUMMARY REPORT

A presentation by Good Place Innovators





## LANCASTER BUSINESS DISTRICT NEEDS YOU!!!

IF YOU ARE A STUDENT WITH AN INTEREST AND PASSION FOR LANCASTER CITY, THIS EVENT IS FOR YOU!

THE LINEUP OF COMPANIES SO FAR:

- M & S
- PRIMARK
- SUN PIZZA
- THE DUKES THEATRE
- LANCASTER FC

AND MANY MORE...

What is in it for you?

**WED 16 MARCH 2022**  
**2 PM - 5 PM**

LANCASTER UNIVERSITY  
MANAGEMENT SCHOOL

# THE EVENT OVERVIEW

- **23 Participants** including On-Campus & Off-Campus students.
- **9 Lancaster businesses** contributed.
- Data was collected via discussions on round tables as well as a workshop.



# POSTERS' INSIGHTS - PART I

**Why do students leave the campus to go to the city?**

**1** Grocery shopping & having meals at restaurants/cafes are the main reasons students visit the town.

**2** The lack of options of stores like bakeries, gift shops, Poundland, Primark, as well as Banks on campus also forces students to go to the city.



# POSTERS' INSIGHTS - PART II

**4**

Students wish for Lancaster to offer an exciting **Nightlife** (shops with extended working hours and **more leisure activities** for socialising during student-friendly hours.)

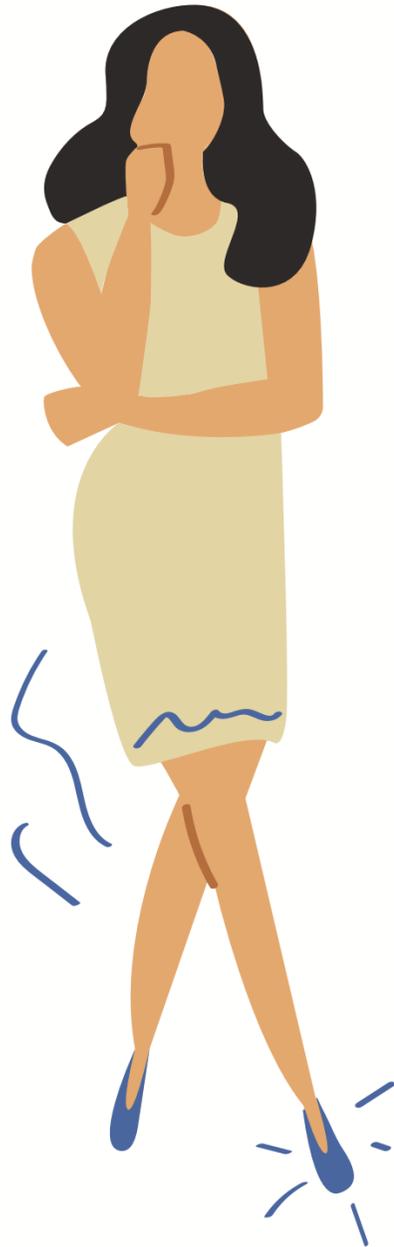
**5**

**Transportation** is the most common barrier due to its expenses, schedule, and university-city distance. **Time limitations** because of coursework and weather are the other main barriers.

**6**

The most exciting time in the city is when a **festivals** or event like Christmas, Ice Skating or Parade is going on.

# Persona Name: Sissi Ding



## About:

Age: 22

Female, Chinese

Income: £100/week

MSc Marketing

Lives alone off-campus

## Key Motivations:

Looking forward to flourishing academically and having a cultural experience.

## Core Needs:

Basic necessities, recreation and social events

## Main Frustrations:

Not many events happening around town and lack of options in brands and stores.

## Quote:

"Lancaster is too boring with limited choices, want a more colourful and happening life!"

## My Schedule:

Sissi lives off campus in a private accommodation. It is closer to town. She goes to town to pick up her everyday groceries and meet her friends during the weekends. Sometimes she would study in a coffee shop and walk around the lake.

# Persona Name: Felix Lopez

## About:

Age: 25

Male, Spanish

Income: £120/week

MSc Student in Strategy who lives with his partner on campus.

## Key Motivations:

Start a successful career ;

Have a harmonious relationship.

## Core Needs:

More facilities, low expenses; more couple- friendly recreation facilities

## Main Frustrations:

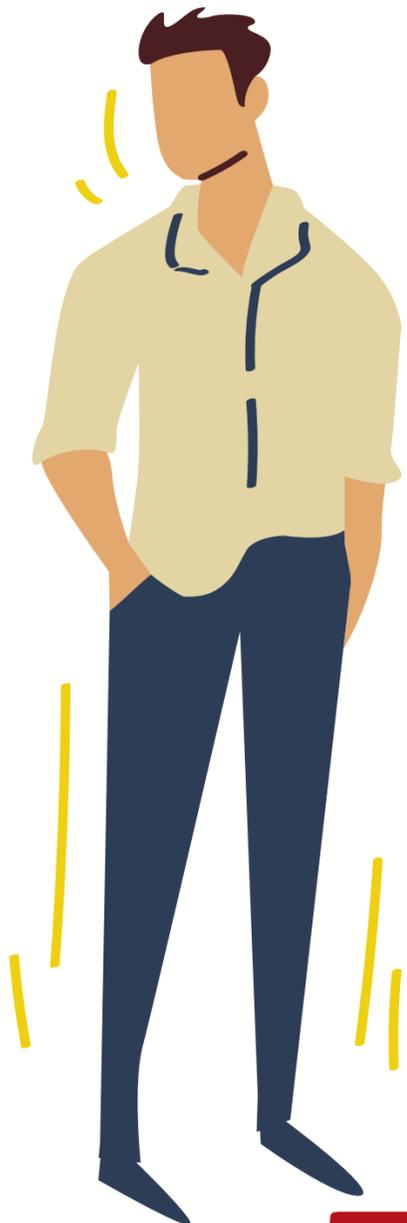
Having to maintain a balance in work- study balance and budgeting living expenses.

## Quote:

"My partner and colleagues are encouraging me to leave the city after my graduation so I have to look for every opportunities in other cities."

## My Schedule:

Felix has to participate in lectures and take care of his responsibilities as a student, part-time employee, and a partner. His leisure time is limited so they are looking for the best available options in the city to have fun together.



# Persona Name: Lilly Singh



## About:

Age: 22

Female, Indian

Income: £100/week

MSc International Business  
and Strategy

Lives alone on Campus

## Key Motivations:

To perform well  
academically;  
get a good job and live  
a budget friendly yet  
comfortable life.

## Core Needs:

Affordable living expenses, exciting nightlife to socialise.

## Main Frustrations:

Cannot go to town after classes, town is closed; transportation costs.

## Quote:

" I prefer online shopping since it helps save me time and the transportation cost. It also offers more brand options. As of groceries, I order them online or just pick it up from the store on campus. "

## My Schedule:

She lives on campus and has classes until 5PM after which there is no point in going to town since all the stores will be shut. The campus has enough stores to satisfy basic groceries. She only goes to town during the weekends to go clubbing or spend an afternoon with her friends.

# STUDENTS' HEAT MAP

WHERE ARE THE MOST POPULAR LOCATIONS IN THE CITY?

## INFERRED UNDERSTANDING:

The most commonly visited area is the main market street due to the bus route and the main purpose of grocery shopping visit, the businesses in the parallel streets tend to get neglected.



# A deeper insight of Postgraduate student schedules:



The Postgraduate students are generally free only post 5PM which is after closing hours of the stores in town hence terminating a plan of a spontaneous town visit.



The students generally prefer to visit town over the weekends, when the stores in town shut earlier than the weekdays as well.

# BARRIER NO. 1

## Transportation:

- Rising bus expense,
- Limited free shuttle buses.



# OPTIONS

- Partnership with stagecoach to offer one-off student discount;
- More free shuttle bus (on Saturday)

# TESTING

- Take a mock schedule for the preferred bus from students at Alexandra square to find most popular time.
- Offer free shuttle bus on a Saturday to see how students' respond.

## BARRIER NO.2

Lack of information about what is happening in town and thus no incentives for students to go to town.



## OPTIONS

Maybe appoint Student ambassadors to communicate the events by creating one-for-all social media account to inform the latest promotional events, festivals in town .

## TESTING

- Student ambassadors could serve as a medium for info transfer between businesses and students.
- (BID) to create the Instagram to check the attention rate and influences.

## BARRIER NO.3

Limited shop working hours



## OPTIONS

- The Night Bazaar could be a seasonal events in which local businesses could go beyond the regular working hours.
- Welcome some businesses here in the Uni during the Farmer's Market. (Tuesday and Thursday)

## TESTING

Organize a trial "Night Bazaar" to see how it works during a festival or event next year.



# THE ENABLER

*Let's have a look from another perspective*

We would like to suggest the local businesses explore the university more. Lancaster University welcomes businesses and can offer:

➤ Campus tours that would be facilitated by the student ambassadors

➤ An ideal benchmarking opportunity for local businesses to analyse their competitors on the campus

➤ Its capabilities for collaborating in projects of businesses



**THANK YOU !**