

**SHOPAPPY**

**COASTAL BUSINESS SUPPORT**

# **THE REVIEW**

**01.11.2022**



**YORKSHIRE  
COAST**

Business Improvement District

# ABOUT

SHOPAPPY IS A SITE FOR SHOPPERS TO BROWSE, BOOK AND BUY BOTH ONLINE OR IN STORE. IT SUPPORTS BOTH INDEPENDENT BUSINESSES TRADE VIA A DIGITAL HIGHSTREET, BUT IT CAN ALSO BE USED AS A WAY OF DRIVING FOOTFALL BACK INTO BUSINESSES WHEN USED AS AN ADDITIONAL MARKETING TOOL

In 2020, when businesses were hit with immediate closure due to the pandemic, we saw an immediate way that we could fund a tool to enable businesses that did not have a website, trade online.

The funding we provided enabled any business on the Yorkshire Coast use this service free of charge, and with 0% reduction payable in the form of commission on sales, for a total of 24 months.

We made the decision to not continue the funding of this platform in favour of looking at alternative ways to help businesses build their own online presence, and utilise our consumer brand, Love Yorkshire Coast.

# INVESTMENT

This project was funded from the Coastal Business Support Fund, where 5% of businesses levies are allocated.

License Fees	£19,500
Additional advertising	£1,897.89



# THE RESULTS

SCARBOROUGH PAGE	27,576 (5,580 USERS)
WHITBY PAGE	17,198 (6,335 USERS)
FILEY PAGE	2,777 (848 USERS)
BRIDLINGTON PAGE	5,825 (1,711 USERS)
NO. OF BUSINESSES THAT USED SHOPAPPY	150
ESTIMATED SPEND IN AREA	87.0K

Estimated Spend in Area - Online users spend 10-15% more  
Estimated Spend in Area Online users spend 1015% mor  
than a nondigital customerThis calculation combines per  
user spend in store and online based on ShopAppy's aver  
basket value online of £22 and average spend instore of  
£2442H

Interests of users of the platform

