



**BLOG** Alison Bowcott-McGrath  
Pinpointer

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TAKING BRANDS PLACES

A NEW name, more exclusively managed town centres and social responsibility – just three of the highlights of 2016 for PinPointer UK.

Location DNA is at the heart of what PinPointer (formally known as Bo-Concepts) offers to its 34 exclusively managed venues. Revenue has continued to increase into these locations, with a good mix of promoters commercial currently stands at 70%, charity 18% and experiential at 12%.

PinPointer's exclusively managed venues include the world-famous Blackpool

## December 2016

promenade, Chorley and Hemel Hempstead with Swinton Shopping Centre the next to join in January.

The company's founder and managing director Alison Bowcott-McGrath explained that the focus for 2017 was to generate more revenue for the towns and to offer added value.

She said:

"The big decision for me was changing the company's name. It reflected my DNA with the initials 'Bo' for Bowcott. Now it is focused on pinpointing the exact place through location DNA that will work for our exclusively managed towns. By bringing more exciting brands and creating memorable events that will offer a great experience for consumers and increase the time they spend there."

"We are always looking to improve and develop what we offer clients and next year we will be looking at Amazon Lockers, collect+ schemes, banner

advertising and vending for our managed locations".

PinPointer UK has just celebrated a year at its offices in Exchange Quay in Salford.

It continues to work with big names including Virgin Media, Coca-Cola, McDonald's, Belvita and Key 103.

Alison has also been determined to put something back into the community, along with her team she is working on Key 103's Christmas toy drop arranging toys for children who will go without this Christmas and has organised a big contribution to Salford's food bank.

She also played a key role in taking Stockport BID to a yes vote.

"Our latest venture is called 'Revolution Launderette' – give me a call to find out more!" she added.

Alison Bowcott-McGrath can be contacted on 07870 176949.

[www.pinpointer.uk](http://www.pinpointer.uk)

