



SET TO FUND MAJOR UPGRADE FOR TOWN CENTRE CCTV

The BID has been working closely with Newcastle-under-Lyme Borough Council on this project. The council's Cabinet is now considering recommendations for a significant system upgrade, including new state-of-the-art cameras and live monitoring arrangements. This would result in quicker responses to incidents and more effective surveillance, with the potential for further expansion in the future.

We will be offering funding of £40k over 2 years to ensure delivery of this project and at a recent meeting with The Police and Crime Commissioner Matthew Ellis the project was given his seal of approval.



JOINS SUCCESSFUL CONSORTIUM PANEL TO EXPAND THE APPETITE CULTURAL PROGRAMME INTO NEWCASTLE UNDER LYME

Newcastle-under-Lyme BID has pledged match funding to compliment the investment given by the Arts Council's Creative People and Places Programme, bringing £1,750,000 into the area over the next 4 years. This will enable Newcastle to host Appetite-led arts events which encourage people to experience arts and culture locally.



SUPPORTS BOROUGH COUNCIL IN SUCCESSFUL FUNDING APPLICATION THROUGH FUTURE HIGH STREETS FUND

We have been delighted to support the council's bid to the Future High Streets Fund. On behalf of businesses in the BID area, we are working closely with the council and other partners to encourage growth, development and investment in Newcastle. Future High Streets funding will be a significant boost for the town centre.



NEWCASTLE UNDER LYME SUCCESSFUL FOR 18TH YEAR IN A ROW IN THE BRITAIN IN BLOOM HEART OF ENGLAND AWARD

NUL has struck gold for the 18th consecutive year in the Heart of England award.

The BID strives to support the Britain in Bloom campaign each year ensuring our town stays looking bright and attractive for businesses and visitors alike.

This year the BID sponsored planting in Queens Gardens, Sidmouth Avenue, Town Centre and the Grosvenor Roundabout.



LEADS THE WAY ON SUCCESSFUL RENEWAL OF PURPLE FLAG SCHEME

In May 2019 Newcastle-under-Lyme was awarded the Purple Flag accreditation for the 3rd consecutive time.

Purple Flag status is given to town & city centres that meet or surpass the standards of excellence in managing the evening and night-time economy and we are proud that Newcastle-under-Lyme is seen as a safe, vibrant and diverse place to enjoy a night out. October is purple flag month and the BID will be celebrating this by highlighting the early evening and night time economy venues.



Painting the town purple

Excellence in managing the evening & night-time economy

'PROMOTION! PROMOTION! PROMOTION!'

Newcastle-under-Lyme BID promotes the BID area businesses and town to the wider community, having regular features in the Junction 15 magazine, a comprehensive website and a large following on social media.

BID area businesses can promote themselves on the BID website free of charge.

For more details on how to do this please visit www.newcastleunderlyme.org or contact the BID office on **01782 922712**.



EVENTS DELIVERED IN 2019

As well as our annual Easter Event, Lymelight, Jazz & Blues Festival and The Homecoming the BID added two prestigious events to their calendar this year in the form of the Staffordshire Cycle Tour and the Outdoor Cinema Experience.

The Cycle Festival saw hundreds of participants take part in 2 borough wide races. Youngsters from all over the North Staffs area took part in the childrens races and elite cyclists battled around the town centre route to be crowned winners of the 2019 Staffordshire Cycling Festival.



Watch this space!

The Staffordshire cycling tour will be returning to the area in 2020. Keep your eye on our website newcastleunderlyme.org

An outdoor cinema experience came into town on the August bank holiday with showings of Mary Poppins Returns and Ralph Breaks the Internet. This was hugely well received by visitors, some of the comments from social media included.

“Really lovely atmosphere in town with folk watching the show. Well done organisers!!”

“Great afternoon entertainment”

“It was a first outdoor cinema for us and we really enjoyed it and love to see it more often. Thank you for organising it, it really was great”

Our events continue to bring extra footfall to the area giving businesses a chance to promote themselves and their offers to a larger audience.

We are looking forward to our Halloween event on **Saturday 26th October**, which will see the Ghostbusters Car come to town for photo opportunities!

We are asking businesses to **GET INVOLVED!** You can do this in a few ways.

Why not...

- ✓ **Decorate your shop or business and enter our window dressing competition – we are offering BID area vouchers for 1st, 2nd & 3rd place**
- ✓ **Dress Up on the day to spook your customers and give them an entertaining experience**
- ✓ **Put a special spooky offer on which we can promote for you on our social media channels**

To find out how to put your own offers on our website, please contact manager@nulbid.co.uk or contact the office on **01782 922712**

Christmas will soon be upon us and the BID are looking forward to delivering a community lead event this year involving local schools and performance groups. Consultation with BID area businesses showed that businesses would prefer several festive events throughout the festive season. As a result, we will be looking to deliver more events throughout the festive season, such as our Annual Christmas Tree Festival in partnership with St Giles Church.

Footfall increased by 21% from 2017-18 and we are hoping that this year will be even higher.

Businesses are invited to send us details of offers, promotions or events around the festive season for us to promote. We have also offered businesses the chance to write a festive article which will feature in our Christmas Magazine.

If you would like to enquire about how you can get involved in the festive season here in NUL contact – manager@nulbid.co.uk or contact the office on **01782 922712**.

BID HAVE CONTINUED TO SUPPORT BUSINESSES WITH NETWORKING AND TRAINING SESSIONS

2019 has seen 7 networking events and 4 training sessions funded entirely by the BID. We have facilitated Food Hygiene, First Aid, Making Tax Digital and Dementia Friends training.

If you think you or your staff could benefit from some FREE training then get in contact and discuss your needs with us.

Networking events take place on the 3rd Wednesday of each month at Kings Street Studios.

For more information please contact: manager@nulbid.co.uk or tel. **01782 922712.**



MESSAGE FROM CHAIRMAN

Thank you for taking the time to read our short annual review. A more detailed version of this will be sent out with the 2020 levy bills in March next year detailing all the highlights and achievements of the BID in recent months.



“The High Street trading environment continues to be a challenging one not helped with all the political uncertainty that surrounds us. As a result, retailer and consumers alike are adopting a more cautious approach to investment and spending. As Newcastle under Lyme continues to evolve as a town centre for all, the BID continues to work closely with its partners and stakeholders to deliver the most impactful drivers in the fulfilment of the BID’s headline objectives.

Finally, I would like to acknowledge the huge effort and contribution made by all the voluntary BID members who act as directors on the BID board, who participate in management group meetings as well as the various working groups that are in operation. Collectively you have all helped immensely in the delivery of the BID Business Plan and I would like to thank you all personally.”

Eddie Leligdowicz
Newcastle-under-Lyme BID Chairman

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If you would like to get more involved with the BID do not hesitate to contact me at manager@nulbid.co.uk or contact the office on **01782 922712.**

VOTE YES IN 2020

The current BID term ends on 30th September 2020.

Next year we will be asking our businesses to vote YES for another 5 year term to build on the foundations that the first term has provided. Consultation has been taking place with businesses through workshops and surveys. If you want to have your say on the future of Newcastle-under-Lyme and have an input into the next 5 year business plan then please get in touch.

WOULD YOU LIKE TO KNOW MORE?

E: manager@nulbid.co.uk / T: **01782 922712** / newcastleunderlyme.org

   @NewcastleBID

