



**NEWCASTLE  
UNDER LYME**

**B**USINESS **I**MPROVEMENT **D**ISTRICT

# Christmas

*in Newcastle-under-Lyme  
2019*

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*Welcome*  
to our Festive Magazine for 2019!

We hope you enjoy reading the magazine and using some of the handy hints and tips for Christmas to your benefit over the next few weeks so don't throw me away - put me on your coffee table or magazine rack and keep me throughout the festive season!

Newcastle-under-Lyme BID has been organising the Christmas Lights Event for the past 4 years and we are hoping that this year's event will be the best yet. We have a host of projects and events that we are working on to spread joy and cheer over the Christmas period and this magazine is where you can find all the information you need to get involved in your local town's events.

We are delighted to include information on some of our businesses who have provided some useful hints and tips to help you navigate your shopping and preparation for the big day!

Newcastle-under-Lyme Business Improvement District was founded in October 2015 after a successful ballot with local businesses within the designated BID Area.

Business Improvement Districts are created by businesses and organisations that come together to collaborate on initiatives that improve the location

where they trade or do business. Without Newcastle-under-Lyme BID publications like this one and events such as the Jazz and Blues Festival and the Christmas Lights Switch on wouldn't be possible, so I would like to take this opportunity to thank our businesses who contribute towards the BID and allow us to continue to work to promote Newcastle-under-Lyme as a great place to live work and enjoy!

Your sincerely,  
*Amy Williams*, BID Manager

# Christmas Countdown



## 1st December

Realise it's the Christmas month and only 24 more shopping days until the big day!!

1



## 3rd December

**EVENTS** - Make a note of all the parties you are attending this festive season.

3

## 5th December

**DECORATE** - Now is the time to put up your decorations, if you haven't done so already! Traditional or Modern? Which are you?

5

## 14th December

**SHOPPING DAY** - Looking for something unique and personal? Visit your local town and shops for the gifts on your list!

14



## 15th December

**SHOPPING DAY 2** - Shopping needs to be complete today if you really want to avoid holiday stress. Don't go to bed tonight until your shopping is done.

15



## 6th December

**HOME OR AWAY?** If you are travelling this Christmas make sure all your arrangements are complete.

6

## 7th December

**CHRISTMAS CARDS** - tackle the topic of Christmas cards. Or why not tell your friends and relatives that you are giving a donation to charity this year instead and pick one close to your heart!

7



## 8th December

**SENDING GIFTS AND CARDS** - Received a card in the post? Remember that if you are sending cards or gifts via the postal service this year to check the last postal dates for Christmas arrival.

8

## 18th December

**WRAPPER'S DELIGHT** - Today is gift wrapping day. Get it ALL done today, even if it kills your back and you get 22 paper cuts.

18

## 16th December

**SANTA** - If visiting Santa is your family's thing and you haven't already done it, make sure you have a time and place set to do that! If you aren't sure where to see the big guy, just search events on Facebook near you.

16

## 17th December

**STOCKINGS AND WRAPPING** - Be a good helper for Santa and make a trip to purchase any stocking fillers you still need.

17

## 9th December

**CHILDREN'S ACTIVITIES** - spend some time looking for local activities you can do with the younger members of the family over the holiday. It all adds to the magic of Christmas!

9

## 10th December

**TREE** - If you are having a real Christmas Tree now is the perfect time to purchase.

10

## 11th December

**GIFT SHOPPING LIST** - Make sure your gift shopping list is complete. Sit down for 15 minutes and think about who you still need to shop for.

11

## 12th December

**PARTY PREP** - Make sure you have everything you need for the upcoming parties and get-togethers.

12



## 19th December

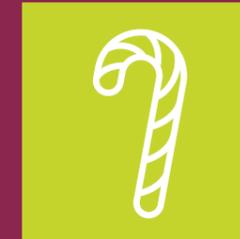
**FOOD PREP** - Today is the day finalise any menus, confirm with others what you are bringing to events, and list any cookies or special baking you will be doing.

19

## 20th December

**FOOD SHOPPING** - Go the minute the shops open to beat the crowds.

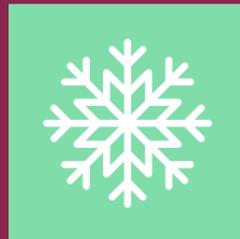
20



## 22nd December

**COOKING AND BAKING** - Today is the day to do as much cooking, baking, and prep work as you can for the holiday. Save only what you must do for the actual big day.

22



## 13th December

**MISC. GIFTS** - It is inevitable that you are going to forget gifts or receive gifts you weren't expecting. Maybe it's your neighbour, co-worker, or some family friends.

13

## 24th December

**CHRISTMAS EVE WRAP-UP** - Now is the time to finish any odds and ends that remain. BUT - set a cut off for yourself of NOON. And then enjoy your family.

24



## 25th December

**CHRISTMAS** - Enjoy the day with your loved ones knowing everything is taken care of and you survived the chaos of the holiday season!

25

# Join us at the Borough Arms Hotel

We love hosting Festive parties here at the Borough Arms - and they are something that most of us look forward to all year. And, what a wonderful excuse they are to get glammed up! Here are some useful tips on the do's and don'ts on how to dress up to make the most of your evening:-



Borough Arms  
Hotel

## Search for your perfect outfit well in advance.

Before the party season, the shops stock some beautiful outfits - but these tend to get snapped up quite quickly. You may find your choice is limited and perhaps your size is no longer available.

## Choose something comfortable.

It's all very well looking fantastic - but an uncomfortable tight outfit or high heels that you simply can't walk in could spoil your evening. Think about your dancing enjoyment and at the very least take a pair of snazzy pumps with you to dance the night away!

[borough-arms-hotel.co.uk](http://borough-arms-hotel.co.uk)

## Be aware of any dress code.

It's always a good idea to confirm the dress code of an event - particularly for a corporate celebration. Both overdressing and underdressing could be embarrassing in front of your work colleagues and management. If the information is not available, try to get a feel for what will be worn from others who are attending.

## Lastly, enjoy!

Don't let anything such as an outfit ruin your evening. They are called celebrations for a reason - so eat, drink and be merry!

VIA HAIR

## What's trending this winter in the hair world?

Via Hair, an exclusive salon, brings you their insight on must-have hairstyles this festive season...

**Brown-on-brown balayage** This is a really glamorous low-maintenance hair colour for those that don't want to be visiting the salon every 6-8 weeks.

**Twisted Bun** An elegant hair-up do that's suitable for short or long hair perfect for Christmas parties or special social occasions.

Winter can be hard on our hair - here are Via Hair's top tips to look after your hair:

- 2-9-0-1 leave-in conditioner - ideal for all types of hair. This product can also be used as a detangler
- 2-9-0-1 Intense damage repair treatment - once a week treatment to help restore damaged hair
- 2-9-0-1 argon oil - this product is rich in vitamin D which leaves the hair looking healthy, smooth & shiny instantly.

[facebook.com/viahairsalon](https://facebook.com/viahairsalon) Drop in to view any of the range in-store or pick up a gift voucher  
45 Bridge Street, Newcastle under Lyme

## REVIVING TRADITIONS

Did you know gentlemen's grooming can be traced back to ancient Egypt? It is full of history and traditions - some of which get lost and some are being revived...

Hair tonics have been associated with traditional barbering for more than 100 years - but have been often overlooked in recent years despite their benefits. Il Capo Barbieri in Newcastle-under-Lyme is taking their knowledge passed down from Bill 'The Boss' Davies through 3 generations to revive a staple in any gentlemen's grooming regime - and it makes the perfect Christmas stocking filler. Il Capo Barbieri's Hair Tonics are formulated to provide moisture to dry hair and lubricate a dry scalp - helping reduce split ends, broken hair, and dandruff.

Massaging the tonic into the scalp helps to stimulate circulation to the scalp, promoting good scalp health. With a choice of two classic scents, are you team Lemon or Bay Rum?

The barbershop on Bridge street didn't stop there. They have created an entire range of gentlemen's beard & hair grooming products - all with the help of everyone testing and giving feedback in the shop.

Drop in to view any of the range in-store or pick up a gift voucher. Appointments are available online.

[ILCAPOBARBIERE.CO.UK](http://ILCAPOBARBIERE.CO.UK)



## A POOCH PERFECT CHRISTMAS

**Hands up - Who's dog has their own Christmas stocking?**  
If so, this article is for you! As a shop built around our love of dogs, we have the "pawfect" gift guide for your furry friend! Keep reading for the "ultimutt" Christmas...

### Christmas Dinner for Dogs

Available in a tin, this tasty gift requires no effort but will have your dog's tail wagging! Containing only the best ingredients such as turkey, duck, goose and cranberry - delicious!

### Santa's Sack

Pawfect for the playful pup - Santa's Sack is filled with tasty natural treats and an eco-friendly dog toy. It's great for keeping your dog entertained while you tackle the Christmas dinner!

### Festive Bow Tie

For the family Christmas photo, a festive bow tie makes a great stocking filler for your dog. Available in a range of colours, patterns and sizes - there will be one your dog will look dapper in.

### A Christmas pamper

It's not just us humans that need a pamper on the run-up to Christmas. The cold winter weather takes its toll on our dogs and a groom can help prepare their coat for the elements - as well as leave them smelling clean

and fresh over Christmas. Pamper packages start from just £20 and can make great gifts for your own pooch or a friend or families dog. This Christmas our groomers will be using a range of festive scents to leave your dog smelling sweeter than a candy cane!



HOUNDS

Dog shop & Groomers

## Have you ever thought about the benefits of #ShoppingLocal?

Luckily, we live in an area with many independent businesses and shops and it is easy to find local gifts - especially if you think out of the box a little.



### Shopping locally is a lot less stressful

Shopping locally is much nicer than battling the Christmas crowds at a large shopping complex. Shopping locally removes the stress of city one-way systems, car park queues and playing human dodgems. It also removes the pressure of waiting at home for that 'it-should-have-arrived-two-days-ago' gift ordered online!

### Your spending will boost your local economy

By spending money with local businesses, you are paying a friend or neighbour's salary. Small businesses integrate into the local community and tailor their services and products accordingly - therefore it is unlikely that a small business is going to move to a different city or country, therefore keeping jobs in your community.

### Shopping locally is the ethical choice

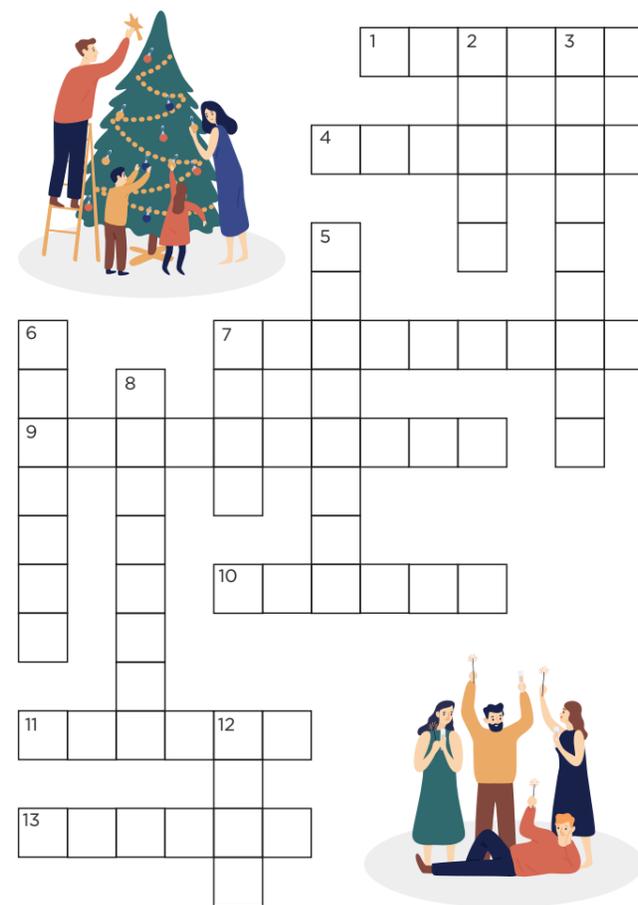
When you shop at your local butchers or bakers, it is likely that a high percentage of the produce has had a short 'field-to-fork' journey and is likely to contain more nutrients and have less packaging.

### Find unique gifts

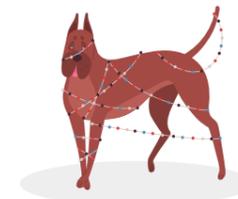
Independent businesses have shopped around, selected inventory of products and brought them to your doorstep. This often includes items you might not find at national chain stores.

### You're likely to get better service

Local business owners do what they do because they are passionate about their products and typically take more time to get to know their customers. They'll often go the extra mile to help you and to ensure you're a satisfied customer.



## Christmas Decorating



### ACROSS

- Used to wrap a present
- Decoration for a banister
- Striped and sweet
- Used to open a walnut
- Door decoration
- Many times these are strung together
- Glitter for the tree

### DOWN

- Decorative spheres
- Another word for decorations
- Christmas tree fruit
- Might light the dinner table
- Place where greetings are found
- Hung by the chimney
- Might be cedar, fir or pine

## Christmas wordsearch



- |         |           |        |
|---------|-----------|--------|
| Bells   | Joy       | Santa  |
| Candles | Season    | Giving |
| Cards   | Holiday   | Elves  |
| Wreath  | Greetings | Frosty |
| Tree    | Presents  | Toy    |



## Helping others this Christmas

### Get involved with the Aspire Housing Community Gift Appeal

This successful event run with Tesco for the last 7 years gives people an opportunity to donate gifts for under privileged families and make a difference to children 0-18. [aspirehousing.co.uk](http://aspirehousing.co.uk)



### Light Up A Life with Dougie Mac

Each year, over 4,000 people dedicate a light on our hospice tree in memory of a loved one and help raise vital funds for Dougie Mac. These funds make a difference to the lives of local people approaching end of life because of a terminal illness.



Without this support we would not be able to provide the excellent care, for which Dougie Mac is renowned. [dmhospice.org.uk/light-up-a-life](http://dmhospice.org.uk/light-up-a-life)

### Donate to a local charity

Lots of people have a clear out before Christmas. Donate your unwanted items to a local charity shop – even rags raise money!

### Shoe box appeal

Get an empty medium-sized shoebox, and wrap the box and lid separately in colourful wrapping paper. Attach the appropriate boy/girl label, marking if your gift is for a boy or a girl. Select an age category 2-4, 5-9 or 10-14 and attach the label to the top of your shoebox. For more info - [samaritans-purse.org.uk/what-we-do/operation-christmas-child](http://samaritans-purse.org.uk/what-we-do/operation-christmas-child)



### Santa Dash!



Take part in Alice Charities Santa Dash in December and do your bit for vulnerable children living in Stoke & Newcastle this festive season; enter our annual Santa Dash today. For more info - [alicecharity.com/events](http://alicecharity.com/events)



## NEWCASTLE-UNDER-LYME PROVIDES EXCELLENT EVENING AND NIGHT-TIME ENTERTAINMENT

Being awarded the prestigious Purple Flag is a visible indicator that the early evening and night-time economies in Newcastle are managed to a very high standard – meaning that you can expect an enjoyable and safe night out.

- A rich variety of venues
- A strong offer of independents
- A wide range of cultural and eating opportunities
- All Borough Council car parks £1 after 3pm

Newcastle town centre is safe, welcoming and a great place to spend time with family and friends



**newcastle pet supplies**

## Christmas isn't just for humans!

**Dogs and Cats alike would love to get their paws on some awesome toys and lip-smacking treats.**

The Dog & Cat Christmas countdown starts on the 1st December with our luxury advent calendar with a choice of dog-friendly chocolate or natural treats and catnip drops for cats. Toys can range from a cuddly reindeer to a squeaky Santa. For our food lovers, we have lots of tasty treats which include a luxury Christmas dinner and doggy mince pies all served with Bottom Sniffer Beer or Pawsecco. Plus, we have a large range of natural treats for all pets.

Don't forget for our small furry friends we have a lovely range of small animal toys, treats and Christmas stockings to suit all. For those who don't have a pet but love wildlife, we have a large selection of wild bird foods, feeders, nest boxes and bird tables which make excellent presents! Or, if you're spoilt for choice then why not buy a gift voucher for a relative or friend?

Why not pop into **NEWCASTLE PET SUPPLIES** for all your pet's wish list this Christmas? And, if you spend over £20.00 on Christmas Toys or Treats you will receive an **extra 10% DISCOUNT** when you mention this Festival Magazine. We also offer a **FREE** Local Delivery Service every week when you spend £15.00 or more in store.



**Remember: Mums & Dads "A pet is for life and not just for christmas!"**

**VISIT FOR MORE INFORMATION**  
[newcastlepets.co.uk](http://newcastlepets.co.uk)

# The Fragrance Shop

Since our early days in 1994, Christmas has always been a busy time at The Fragrance Shop. There's something about buying a loved one a special perfume at Christmas - that feeling when they tear the wrapping paper to reveal their favourite classic scent... or something new they've always wanted to try...

### Classic scent-spiration

Did you know that some of our classic staples are just as popular today as they were back then?

**Miss Dior:** The house of Dior issued fragrances to match its fashion, and the first fragrance from Dior was Miss Dior, launched in 1947. 50ml £64.50

**Chanel No. 5:** Launched in 1921, the first-ever fragrance from Chanel was the famous & iconic Chanel No. 5. Still available today.

### The perfect Christmas gift for a scent addict?

Our monthly fragrance subscription service is a great way to indulge your fragrance addiction with hundreds of designer brands direct to your door. The customer will receive an 8ml spray - which will come in a white twist and spritz atomiser. Only £12 a month - ask us in-store for more details!

### At our NUL branch, we have our all-time favourites

#### Our top five ladies' fragrances:

Dior (Joy intense), Yves Saint Laurent (Libre), Paco Rabanne (Lady Million Empire), Jean-Paul Gaultier (Scandal), Hugo Boss (The Scent)

#### Our top five men's fragrances are:

Dolce and Gabbana (K), Dior (Sauvage), Mont Blanc (Explorer), Hugo Boss (Boss Bottled), Paco Rabanne (1 Million)

The Fragrance Shop is the UK's largest independent fragrance retail. Priding themselves on delivering outstanding customer service and a wide selection of designer fragrances from the biggest brands around. Making mainstream and luxury fragrance affordable and accessible to everyone.

[thefragranceshop.co.uk/store-finder/newcastle-under-lyme](http://thefragranceshop.co.uk/store-finder/newcastle-under-lyme)

## Have you considered eating out this Christmas day?

It's often tradition for many families to cook a big roast dinner - which is great if you're not the one cooking! But for anyone who has slaved away for hours in the kitchen - and then seen your hard work demolished in under 20 minutes at the dining table... it can be a little disheartening. **So why not consider eating out on Christmas Day instead?**

**Someone else takes the strain in organising and cooking the meal.** Ah, the bliss! Imagine not having to do a panicked pre-Christmas shop for the turkey - and everything else!

**You spend more time with the family enjoying yourself.** Fretting over whether the roast spuds are crisping or whether you've made enough gravy can really take you away from your loved ones on one of the most special days of the year.

**You won't need to borrow the dodgy chairs out of the shed!** Not even your cushions can hide the fact that grandma is slumped in a camping chair!

**All the crockery and glassware matches.** So many people, so many mixed wine glasses - Dad is even drinking out of a plastic picnic cup!

**The washing up is taken care of!** Yes, the food was delicious and everyone enjoyed it. But the task of washing up - a manic job that no one wants to do.

[cottonmillpubnewcastleunderlyme.co.uk](http://cottonmillpubnewcastleunderlyme.co.uk)



*Cotton Mill*  
*Newcastle under Lyme*

SIGNATURE  
UNISEX HAIR & BEAUTY SALON

## YOU'RE INVITED...

'Tis the season to be jolly! And, to help get you into the Christmas spirit we have a fabulous festive shopping event to invite you to... On Friday 22nd November between 6.30pm - 9pm we will have lots to treat you with at Signature Hair & Beauty



### BESPOKE JEWELLERY

Beautifully handcrafted pieces by **Juliana Lockett**. Made to order & perfect for that special someone - or to treat yourself at Christmas.

### GIFT VOUCHERS

Pick up a hair & beauty package for a loved one

### PROFESSIONAL HAIR CARE GIFTS PACKS

Give a loved one the gift of healthy, shiny hair this Christmas!

### HANDMADE CARDS & GIFT

Nothing says Christmas like crafts!

### CHRISTMAS WREATHS

Pick up festive decorations for your front door by **Natalie's Florist**

### FESTIVE TREATS FOR HIM & HER

Discounts on wrinkle smoothing treatments, fillers & other specialist treatments

### LEARN HOW TO CREATE A STUNNING CHRISTMAS PARTY LOOK

We'll be doing hair demos throughout the evening

### HOMEMADE NIBBLES & DRINKS

Thanks to the **Cask Bar** - so you can enjoy while browsing for gifts!

**THE SIGNATURE TEAM REALLY LOOK FORWARD TO WELCOMING YOU - AND HELPING YOU FIND THE PERFECT CHRISTMAS GIFT! SEE YOU SOON! SIGNATUREHAIRANDBEAUTY.COM**

# CHRISTMAS LIGHTS SWITCH ON SATURDAY 16TH NOVEMBER

**Starts at 11am, lights and fireworks at 6pm**

Lights and fireworks will be set off by our school design  
an advent calendar competition winner.

Come and join us for...

**STREET FOOD MARKET**

GENERAL MARKET AND CHARITY STALLS

**HITMIX RADIO ROADSHOW**

CHRISTMAS CROWD KARAOKE

**SANTA'S GROTTO**

FESTIVE STORYTELLING

**LIVE PERFORMANCES**

FIREWORKS

**FAIRGROUND RIDES**

SCHOOL CHOIRS

**COMMUNITY ORCHESTRA**

FACE PAINTING (FREE)

**MULLED WINE BY LYMESTONE VAULTS**



# Fun ways to support your local community this Christmas



WHAT DO YOU DO TO  
SUPPORT OUR MARKET  
TOWN? WE WOULD  
LOVE TO HEAR.

@NEWCASTLEBID AND USE  
THE HASHTAG #LOVENUL

## HOW A FEW CHANGES CAN HELP OUR MARKET TOWN THRIVE

Have you ever thought about supporting your community in Newcastle-under-Lyme? It's a great thing to do - and helps our town to grow and thrive! Everyone can get involved - whether you're a mum, dad, shop owner, cafe owner, taxi driver, school teacher, business owner, retiree, anyone - even the kids! And as the nights draw in and festivities are in the air - now is a great time to get involved...

Here are a few ideas on how (some are more simple than you may have thought!)

### SHOP LOCAL

There are some great supermarkets and big brands in Newcastle-under-Lyme - it can be a great place to shop! But how about switching things up a bit this Christmas?

Shopping local can be a great way to support local business owners - as the money is likely to go back into our town's pot! That's a big boost for Newcastle-under-Lyme's economy.

And, when you shop local - who knows what you'll find? From handmade crafts to local produce, there are lots of new things to discover! You know what they say - "variety is the spice of life!" - make your festive gifts extra special this year.

### DON'T FORGET CHARITY SHOPS

When we think of "being green" in our community and taking care of our environment the usual things often spring to mind - like recycling or litter picking!

However, have you ever thought about how shopping in charity shops can help? They help support those in our community who work there. But on a bigger scale they can make a difference - because cutting down on waste can be a huge help this festive season!

It's true - "one man's trash is another man's treasure" and it's amazing what you could find in a charity shop. What's even better - you can cut your waste in half this Christmas and save money doing so.

## EAT & DRINK LOCAL

All this Christmas shopping is thirsty (and hungry!) work. Time for a sit-down!

There are plenty of local eateries - cafes, bars & restaurants you can enjoy while out and about in Newcastle-under-Lyme. Many of which will have some great festive-themed choices.

***Popping into a local coffee shop, for instance, supports that cafe owner and the employees who work there. So, you get a tasty freshly-brewed coffee and our community - and economy - gets a boost!***

## VOLUNTEER

Your town needs you! A small effort goes a long way when it comes to charity. And, that doesn't have to be with money!

In fact, it's often more useful to give your time to a local cause. Even just a couple of hours a week can really help our community - especially over Christmas which can be a really tough time for some.

From popping in to visit the elderly during what can be an especially lonely time to helping the homeless at a locally-run soup kitchen, there are lots of ways you can donate your time to help those in need.

Also, it's a great way to practice your own skills! Not to forget, you'll meet lots of local friendly faces too.

To find out about local volunteering contact/ visit: [staffscvys.org.uk/volunteering/](http://staffscvys.org.uk/volunteering/)

## ATTEND A LOCAL EVENT

Bored of doing the same thing every weekend? Or, perhaps you're looking for something fun to do with the family over the festive period?

You don't need to travel far! In Newcastle-under-Lyme, there are lots of locally-run events on - and there truly is something for everyone. Especially during the festive season - from the light switch-on to Christmas markets, you can find a variety of fun events to get into the Christmas spirit.

Take a look at: [newcastleunderlyme.org/events](http://newcastleunderlyme.org/events)

**Remember** - every time you attend an event in Newcastle-under-Lyme you're not just supporting your local venue but you're supporting the people employed there - whether entertainers or caterers!

## THINK LOCAL FOR YOUR PROFESSIONAL SERVICES

It can be tempting to go online or pick up the phone and contact one of the 'big boys' when you need to find a plumber, electrician, estate agent - or any other professional service - at any time of year. But - at Christmas, it can feel a lot more stressful! However, did you know there are lots of locally-run businesses that can help you? Facebook is great for this - and there are pages where you can ask for recommendations in the area for your local cleaner, taxi driver, builder... etc.! And, when you buy a local service - you're usually supporting someone who lives in the local community - which means that your hard-earned cash is likely to go back into a local business and further support our thriving town.

## JOIN A NETWORKING GROUP

If you're a local business owner, you'll already know how important networking can be for getting your name out there. With social media, we can easily connect with those close and far. However, you really can't beat meeting people in person - those personal connections can be a lot stronger than any message sent via Facebook. We have lots of networking events happening in Newcastle-under-Lyme throughout the year - like Connects Network. The festive season can be a great excuse to get out there and get social.

**Remember** - networking isn't just for business owners! Networking can be a great thing for new mums, dads, pensioners and generally for people wanting to get out there and meet others. It's a great way to make connections in our community - whoever you are!

## GET ACTIVE WITH OTHERS

Shorter days, colder and rainier weather and the lure of festive TV mean that a lot of us become a lot less active. However, not getting up and moving can be bad for us - both physically and mentally. But - we know, it's hard to find the motivation to get to the gym in winter.

Instead - how about signing up to a community fitness group or event? They are great fun - and a chance to meet other locals in the area. And, it makes you "accountable" which means when others are involved and it's a group activity you are more likely to show up (instead of skipping the gym and watching another festive film!) What's more, they are usually run by locals. So you'll not only be getting fit - but you'll be supporting our market town too!

## LOVE NUL

Supporting your local community isn't something to be sniffed at - in fact, it's something we should feel really proud about! Newcastle-under-Lyme has a chance to get better... and better - because of the people that live here and support it.

Coming together - whether at events or simply popping into a coffee shop - is a great way to invest in the place where you live. And, even small actions that may seem unimportant can make a huge difference when we all do it collectively as a community!

### ***Did you know that by supporting local you are saving the environment too?***

Yes - it's true. By supporting local (buying local, eating local, and enjoying local activities) you are helping protect the environment.

Products & food travel less - and YOU travel less - minimising the carbon footprint!



# HOW TO HELP THE ENVIRONMENT THIS CHRISTMAS

*Have you ever thought about doing something for your local community at Christmas? Or thought about how many Christmas Trees get thrown away? How much wrapping paper is discarded? How many local families struggle to provide presents and a Christmas dinner?*

*If you have, we have put together this guide to show how you can help your local community this Christmas...not only will you be helping others, but we guarantee you will feel great about yourself too!*

**Have you ever thought about doing a reverse advent calendar?** Each day throughout December add a non-perishable or household item (e.g. toothbrush, flannel, hairbrush) to your advent box. When you get to Christmas your box will be filled with items that will hugely help another family this Christmas – then donate this to a food bank or local charity!

## Not sure what to recycle?

Here's our handy guide to recycling wrapping paper this Christmas

### You CAN recycle.....

- ✓ Plain paper-based wrapping that has all bows, ribbons and sticky tape removed
- ✓ 100% recycled wrapping paper, free from bows, ribbons and tape
- ✓ Simple paper-based greeting cards with staples removed

### You CANNOT recycle.....

- ✗ Wrapping paper that is coated in plastic or foil, or includes glittery or embossed elements
- ✗ Wrapping paper that still have bows, ribbons or tape attached

## Get Crafty

For items that you cannot recycle at Christmas, there are many other options than throwing them out to be piled onto landfill. Here are just a few ideas for reusing old wrapping paper and cards:

- Use the plain backing of wrapping paper to write down your shopping lists
- Cut out pictures from greeting cards and use them as gift tags for next year's presents
- Protect your kids' schoolbooks by wrapping the covers in colourful paper
- Brighten up your kitchen by covering old biscuit tins in Christmas wrapping paper
- Line your drawers with wrapping paper to liven up your bedroom
- Love your wrapping paper? Frame it, hang it, and make it into art
- Cut pictures from greeting cards and stick a magnet on the back for a festive decoration
- Slice up a greeting card, creating an instant jigsaw puzzle for your kids
- Tear the front off a greeting card and transform it into a festive postcard for a friend.



# St Giles Church Christmas Tree Festival

The BID is delighted once again to be working with St Giles Church in Newcastle-Under-Lyme to deliver the annual Christmas Tree Festival.

Since 2016 the Christmas Tree Festival has proven to be popular each year, with both local businesses and community groups decorating trees for the public to view within the church.

This year the BID is supplying 40 5ft potted trees to be decorated, and we cannot wait to see the church lit up with them in all its glory in November!



## Details for the Christmas Tree Festival are as follows:

Opening Reception	Open to public
21st Nov 2019 6:00pm - 7:30pm	Friday 22nd Nov 10.00am - 5pm Saturday 23rd Nov 10.00am - 5pm Sunday 24th Nov 12.30pm - 5pm

## Nativity Trail

As well as the tree festival, the BID has organised a Nativity Trail for the church which families can take part in during this festive season.

This will involve looking for the nativity characters around the church and noting their location!

**There will be 10 characters from the Nativity hidden around the church. Once you have completed it post your entry into the post box provided and you could be in with a chance of winning one of three prizes of between £50 and £10 vouchers to spend within a local business of your choice.**

The cost of doing the trail will be £1 with 50p going to the Mayors Charity and 50p going to St Giles Church. St Giles will also be hosting their annual Christmas Fayre on Saturday 23rd November. As well as a warm welcome from everyone at the Church, there will be independent stalls with seasonal crafts for sale.



## Christmas at the Church

Some people don't often go to church throughout the year but at Christmas time decide that they would like to pay a visit. Whether it is to remember loved ones, celebrate Christmas or to feel part of the community, Christmas time is magical at the church. Here is a list of events happening in St Giles this Festive Season.

### Annual Christmas Tree Festival

**Friday 22 November – Sunday 24 November.** Come and view the 40 decorated Christmas trees light up the church.

### St Giles Christmas Fayre

**Saturday 23rd November between 11am and 3pm.** Expect jewellery, fashion accessories, tombola and lots more at this festive day!

### Christingle and Nativity

**Sunday 8th December**

### Carol Service

**Sunday 22nd December – 6.30pm**

### One More Sleep – Family Service

**Tuesday 24th December – 4.30pm**

### Midnight Communion

**24th December - 11.30pm**

### Holy Communion followed by Family Worship

**Wednesday 25th December  
8am – 12pm**

For further info on these events visit [stgilesnewcastle.org.uk](http://stgilesnewcastle.org.uk)



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# The legend of the Christmas Tree

By Lucy Wheelock

Two little children were sitting by the fire one cold winter's night. All at once they heard a timid knock at the door, and one ran to open it.

There, outside in the cold and the darkness, stood a child with no shoes upon his feet and clad in thin, ragged garments. He was shivering with cold, and he asked to come in and warm himself.

"Yes, come," cried both the children; "you shall have our place by the fire. Come in!"

They drew the little stranger to their warm seat and shared their supper with him, and gave him their bed, while they slept on a hard bench.

In the night they were awakened by strains of sweet music and, looking out, they saw a band of children in shining garments approaching the house. They were playing on golden harps, and the air was full of melody.

Suddenly the Stranger Child stood before them; no longer cold and ragged, but clad in silvery light.

His soft voice said: "I was cold and you took Me in. I was hungry, and you fed Me. I was tired, and you gave Me your bed. I am the Christ Child, wandering through the world to bring peace and happiness to all good children. As you have given to Me, so may this tree every year give rich fruit to you."

So saying, He broke a branch from the fir tree that grew near the door, and He planted it in the ground and disappeared. But the branch grew into a great tree, and every year it bore wonderful golden fruit for the kind children.

# The Three Kings

by Henry Wadsworth Longfellow



Three Kings came riding from far away, Melchior and Gaspar and Balthasar. Three Wise Men out of the East were they, and they travelled by night and they slept by day, for their guide was a beautiful, wonderful star.

The star was so beautiful, large and clear, that all the other stars of the sky became a white mist in the atmosphere, and by this they knew that the coming was near of the Prince foretold in the prophecy.

Three caskets they bore on their saddlebows, three caskets of gold with golden keys; their robes were of crimson silk with rows of bells and pomegranates and furbelows, their turbans like blossoming almond-trees.

And so, the Three Kings rode into the West, through the dusk of the night, over hill and dell. And sometimes they nodded with beard on breast, and sometimes talked, as they paused to rest, With the people they met at some wayside well.

"Of the child that is born," said Balthasar, "Good people, I pray you, tell us the news; For we in the East have seen his star, And have ridden fast, and have ridden far, To find and worship the King of the Jews."

And the people answered, "You ask in vain; We know of no King but Herod the Great!" They thought the Wise Men were men insane, as they spurred their horses across the plain, like riders in haste, who cannot wait.

And when they came to Jerusalem, Herod the Great, who had heard this thing, sent for the Wise Men and questioned them; And said, "Go down unto Bethlehem, and bring me tidings of this new king."

So, they rode away; and the star stood still, the only one in the grey of morn; Yes, it stopped - it stood still of its own free will, right over Bethlehem on the hill, the city of David, where Christ was born.

And the Three Kings rode through the gate and the guard, Through the silent street, till their horses turned and neighed as they entered the great inn-yard; But the windows were closed, and the doors were barred, And only a light in the stable burned.

And cradled there in the scented hay, In the air made sweet by the breath of kine, the little child in the manger lay, the child, that would be king one day of a kingdom not human, but divine.

His mother Mary of Nazareth sat watching beside his place of rest, Watching the even flow of his breath, For the joy of life and the terror of death Were mingled together in her breast.

They laid their offerings at his feet: The gold was their tribute to a King, the frankincense, with its odour sweet, Was for the Priest, the Paraclete, The myrrh for the body's burying.

And the mother wondered and bowed her head and sat as still as a statue of stone; Her heart was troubled yet comforted, remembering what the Angel had said of an endless reign and of David's throne.

Then the Kings rode out of the city gate, with a clatter of hoofs in proud array; But they went not back to Herod the Great, for they knew his malice and feared his hate, and returned to their homes by another way.

## Here are 5 reasons to visit John Belfield for your hair appointment this Christmas:

### Multi-international award-winning salon

We've won awards in Japan, America and throughout Europe - winning awards on an international level as part of the British Hairdressing Team! John is the only UK hairdresser to win medals in the world championships in both ladies' & men's hairdressing.

### Trichology clinic for hair disorders

We can treat conditions and help you regain healthy hair & scalp - and your confidence.

### Our own expert hair product range

We're the only salon in the area with our own hair product range - inc. shampoos, conditioners & styling products for men & women - and trichology treatments covering all hair & scalp conditions.

### Supporting local employment

While other salons have turned to chair renting, we are passionate about employing & training our future employees through modern apprenticeships and in-house NVQ qualifications.

### Giving something back

Charity begins at home - and we are so proud to support the local community! In fact, this summer we were awarded the "Impact in the Community" award at The Houses of Parliament.

We hope to see you soon at our salon! At John Belfield hairdressing isn't just work - it's a way of life.

**Visit our website for more information:**  
[johnbelfield.co.uk](http://johnbelfield.co.uk)



## A picture-perfect Christmas

1st Imaging is a locally owned photo lab offering everything you need to get your memories from your Phone or Camera to print and not forgetting that we are the only lab in the area that does Film Processing on site. When taking your Christmas photos, for best results, use flash when taking your photos indoors. This will give you great pictures ready for printing or turning into photo gifts.

A perfect Christmas gift is the Fujifilm Instax Camera, and we have a range of colours for you to choose from. We also stock the KiiPix picture printer for those people who like to use their Smartphone to take snaps, this little gadget allows you to print your pictures on the go.

**Pop in and see what we have to offer and make your Christmas gifts more personal - and as a Christmas bonus, if you bring in this advert we will give you 10% discount off your print order (offer ends January 31st 2020). Visit our website [1stcameras.com](http://1stcameras.com)**

## P.T Miles Jewellers

# Struggling to find the perfect Christmas gift?

Here at PT Miles jewellers we not only buy and sell secondhand jewellery but we also stock new silver, gold and gem set jewellery. We also have a range of handbags by NV, Mantel and wall clocks and sell ranges of watches by Bering, Sekonda and Limit.

We also specialize in jewellery, watch and clock repairs and offer jewellery valuations.

[ptmilesjewellers.co.uk](http://ptmilesjewellers.co.uk)

## IF YOU'RE SEARCHING FOR A GENEROUS DOSE OF YULETIDE, THE "BIG APPLE" IS SURE TO IMPRESS.

Our travel tips for the 'not so obvious' things to see and do in New York City!

### A LIVE NATIVITY ON CHRISTMAS EVE:

There is a gorgeous church on the Upper East Side in Manhattan, which on Christmas Eve performs a Christmas Pageant. Complete with live animals, an angel chorus, instrumentalists, two pipe organs, beautiful costumes, and lots of singing of hymns and carols. Get there early for a good seat!

### THE ROCKETTES:

Take time out to visit Radio City Music Hall to see the Rockettes. It really is good!! The production is amazing, and those glitzy girls will have you smiling and gawking at their long legs and 40s glam!

### DYKER HEIGHTS CHRISTMAS LIGHTS:

There is an entire neighbourhood in Brooklyn that goes bonkers with Christmas lights! You can see the neighbourhood lit up from the air if you are flying into JFK. It is seriously out of control, but someone's got to let those 30-foot toy soldiers do their magic.

### ICE SKATING IN BRYANT PARK:

Citipond in Bryant Park is one of the best places to ice skate in New York. It's just fun to ice skate nestled in the middle of a city block. The ice rink is larger (opposed to Rockefeller Center) AND you can make advance reservations and skip the line. Iceskating is free; skate rentals are \$14.

Follow us on Facebook - Polka Dot Travel Newcastle

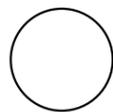
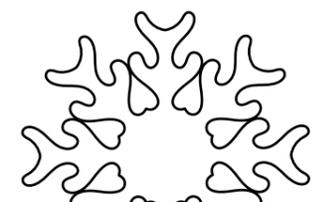
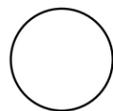
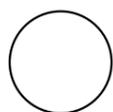
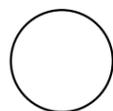
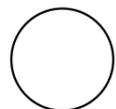
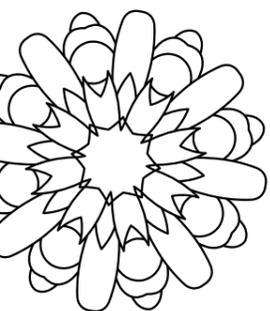
Here is a smasher of a deal if you aren't booked up as yet!

4 nights  
16th December 2019  
Edison Hotel Times Square  
Manchester direct flights

**£899 per person!**



Colour me in!



# Student life

## In Newcastle-under-Lyme

### FROM UNFORGETTABLE NIGHTS OUT TO CHILLED DAYS WITH FRIENDS.

Going to university is one of life's great events. It's an experience you'll never forget - and not always because of the studying part!

It's true - student life is great because you are working towards your career dreams. However, it's also a chance to make unforgettable memories. From new friendships to incredible nights out, these moments make up your amazing student life.

Whether you are on Keele's campus or you are studying at Staffordshire University, you're in luck - because just minutes in a taxi can bring you to the thriving town of Newcastle-under-Lyme!

### NIGHTLIFE

Yes - arguably one of the most important aspects of student life for many! Your social life starts here in Newcastle-under-Lyme. There are lots of bars and nightclubs perfect for students (and a student budget!)

On Thursdays, **Reflex Nul, Revolution & The Foyer** all team up for their student event - Bounce! 3 venues in 1 night - and cheap drinks from £1. And even better - local taxi firms Roseville & Hackney offer discounted taxi fares from Keele Uni! What's not to love about that?

### ENTERTAINMENT

Although the idea of partying all week long sounds great - it's probably nice to have some more chilled-out downtime too! For more relaxed days, there is still plenty to do in Newcastle-under-Lyme.

If you're a film buff, make sure you head to **VUE cinema** - you can get discounted cinema tickets when showing your student card. For those looking for a bit more of an adrenaline rush, get over to **Laser Quest Stoke**.

They often have great student deals for you to 'zap' up! Or - how about a mental challenge that doesn't include your study books? **Break Free Escape Stoke** is an escape room to get your brains ticking! Get together a group and enjoy a different day out - or should we say, "day in"? And - one of our favourite options? **The Clubhouse** - situated on the high street and perfect for a fun day socialising with other students. From mini-golf to table tennis, there are lots of activities you can do - all within a relaxed and friendly environment. Ideal for those times when you don't fancy a big night out - but still want to do *something*.

### SHOPPING

At Keele Uni, you're lucky to have on-campus convenience stores. But - sometimes you might want some variety.

Fancy a trip to Aldi (great for budget shopping) or Morrisons? From the Darwin building, you can catch the number 25 or 85 bus and reach these shops in under 15 minutes.

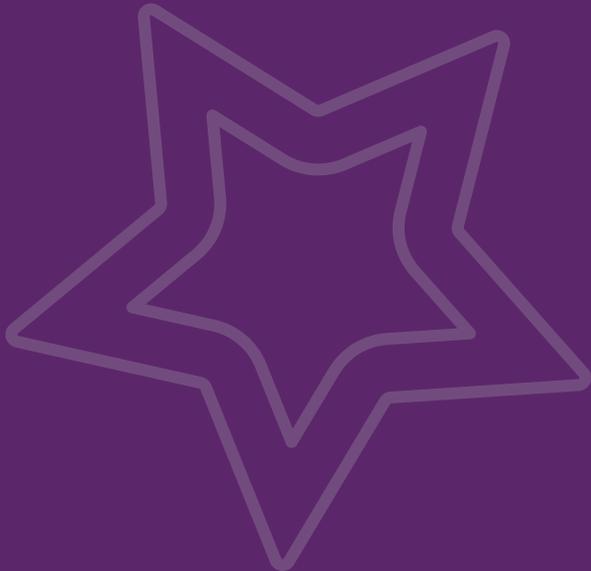
If you're a student at Staffordshire Uni, you're a stone throw away from Lidl, Aldi and Sainsbury's - so you have plenty to choose from!

What's more? There are some great charity shops in Newcastle-under-Lyme. At first, you might think "that's not for me" but you'd be surprised what gems you can find in there at a low price. And if you're looking to be a greener student, purchasing preloved items is a great way to take care of our environment.

### ARE YOU A STUDENT AT KEELE OR STAFFORDSHIRE?

We'd love to hear your thoughts - what do you LOVE about the student community here.

You can tweet us what you think @NewcastleBID and use the hashtag #LoveNUL



# *Celebrate*

## *Christmas in Newcastle-under-Lyme*

Look inside for What's on this Christmas, Activities, Shopping and how to get involved in Community Projects. There's a wide range of events taking place across the town.



**WOULD YOU LIKE TO KNOW MORE?**

E: [manager@nulbid.co.uk](mailto:manager@nulbid.co.uk) / T: 01782 922712 / [newcastleunderlyme.org](http://newcastleunderlyme.org)



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