

HOMECOMING SHINES BRIGHT

Our 2018 Homecoming in partnership with Appetite saw big crowds entertained by some brilliant pop-up circus acts at the end of June.

Visitors to the town really got into the spirit of things on a fantastically sunny day. And there were lots more of them than last year - in fact, footfall was double 2017's event. The Homecoming was also extended into the evening this year for the first time, with performers visiting four venues to continue the fun.

The Homecoming was one part of a big programme of events over the last few months in Newcastle to celebrate local man Philip Astley creating the modern circus 250 years ago.

We've had Circus in the Park at the Brampton; a pop-up photo exhibition in the town centre; world-class circus performances from NoFit State Circus on the Rycroft site; Astley's Astounding Adventures at the New Vic; AstleyFest at Lyme Valley Park; and much more. We hope we've done Philip Astley proud!

Our events programme is an important element of the BID's work to develop a distinctive Newcastle experience. If you have ideas to promote Newcastle, or you're interested in helping to shape our programme of events, why not join our management group?

Call BID manager Amy Williams on 01782 922712 or email amy.williams@nulbid.co.uk

FOOTFALL ALMOST DOUBLES IN FIRST QUARTER

The footfall figures for the first quarter of this financial year make very positive reading.

APR-JUN 2018

1 MILLION 
VISITS TO THE TOWN CENTRE

FOR THE SAME PERIOD IN 2017, THERE WERE 574,960 VISITS.

Footfall is a key measure of the vibrancy of a town, and it seems that Newcastle's mix of leisure, culture and shopping - and our town centre events - are having a real impact.

Pictures by Malcom Heart



01782 922712
manager@nulbid.co.uk
newcastleunderlymebid.co.uk

   @NewcastleBID



NEWCASTLE UNDER LYME
 BUSINESS IMPROVEMENT DISTRICT

GOLDEN TICKET WINNERS

A big thank you to all BID businesses for supporting our Golden Ticket initiative. Over the last few months, 32 Golden Ticket winners won cash prizes to spend at BID area businesses of their choice. A grand total of £4,000 was awarded in prizes and has gone into the BID area. The campaign also helped to encourage shoppers into the town centre.



**NEWCASTLE
UNDER LYME**
BUSINESS IMPROVEMENT DISTRICT



IN ASSOCIATION WITH
Meercat
ASSOCIATES LIMITED

Savings Advisory Service



Email: info@meercatassociates.com Telephone: 01444 416529 website: meercatassociates.com



WWW.VISITCASTLE.CO.UK



TERMS AND CONDITIONS

- Entry to the prize draw is restricted to one entry per draw per family.
- Multiple entries will be disqualified.
- The prize draw is open to Staffordshire residents only.
- All entrants must be over 16 years and must not work for or be a director of Newcastle-under-Lyme BID Ltd to enter.
- Newcastle-under-Lyme BID is compliant with the Data Protection Act. Our policy is such that we will not pass on your details to any third party without your prior consent.
- Winner will be chosen at random from all valid entries.
- The Judge's decision is final and no correspondence will be entered into.
- There will be a maximum of two weekly prize draws.
- Only fully completed entry forms will be entered into the prize draw.
- The prize draws will take place at 2pm every Thursday from 29th March - 28th June 2018.
- Winners will be contacted via telephone - three attempts to contact the winner will be made - in the event of three attempts being unsuccessful the entry will become void and a new winner will be drawn.
- Winners or their representative will be required to have their photograph taken for local press and PR purposes. The photo shoot will take place within Newcastle Town Centre.
- Each Golden Ticket winner will receive £25 worth of gift vouchers to be spent in Newcastle-under-Lyme town centre businesses. This can be used in one business or spread across three shops or businesses (2 x £50 and 1 x £25). We will then award you with the vouchers for the selected outlets, which you can redeem and spend (the expiry date for your vouchers will be in accordance with the business terms and conditions).
- Vouchers cannot be issued in any other currency and cannot be exchanged for money. No change will be given if the full value of the voucher is not spent in one visit at the nominated stores.
- Vouchers will be issued within 2 weeks of the winners selecting their businesses.

LOVE NUL GOLDEN TICKET PRIZE DRAW
FIND AND FOLLOW US AT WWW.VISITCASTLE.CO.UK NEWCASTLEBID

NAME	EMAIL	TEL
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To start saving all you need to do is send us a copy of a single bill for each service. So simply email your bills to savings@meercatassociates.com or call **01444 416 529** to speak to our savings team. Our savings and support consultants will analyse all your information and provide an easy to understand benchmark report detailing all the savings available to your business.

We help businesses make savings on...



FOODFEST 2018

This year's FoodFest will be in the town centre on Saturday 21 September. As well as lots of exciting food offerings from local producers, there will also be Punch and Judy shows, The Farm on Wheels and lots more. The theme for this year's event is Our Planet, Our Community, and there will also be a day of activities in schools across Newcastle on Friday 20 September. There is lots more information at www.foodfest.org.uk



MEERCAT SCHEME

You can now save money on your business costs in a new scheme launched by the BID. Things like gas and electricity. Landline, mobile and broadband costs. Merchant services. Insurance. And more.

We have teamed up with Meercat Associates to deliver this new service for you. Through their bulk buying power (they work with thousands of businesses in BIDs across the country) Meercat can deliver big savings on business costs.

In fact, over the last couple of years they've helped businesses make £2 million of savings. We want you to take advantage of this, too.

Your Meercat consultant will manage the whole process for you from start to finish, saving you time, stress and money. They will analyse your bills, identify savings and set up new deals for you.

You may have already received a call from Meercat inviting you to sign up, but you can also email kathryn.quinn@nulbid.co.uk for more information.

MUSICAL MAY DREW THE CROWDS

Our two big music events around the two bank holidays in May were an enormous success, with tens of thousands of people flocking to the town centre to soak up the atmosphere and enjoy the music.

Over 46,000 people visited the town centre for our Lymelight Festival to enjoy a cracking line-up of local musical talent. A scorching weekend certainly helped to draw the crowds – a huge increase on last year's event when just over 24,000 people attended.

But the huge crowds weren't just because of the weather. Newcastle has a growing reputation for our outdoor events, which are helping to put us on the map as a destination town centre. All those thousands of people will have seen our bars and restaurants, our fantastic range of businesses, our attractive town centre environment – many for the first time – and will return.

The Jazz & Blues Festival was equally successful, with dozens of acts performing in venues across Newcastle over the spring bank holiday weekend. Supported by the BID, this was the 13th festival – and it continues to go from strength to strength.

SPOOKY SATURDAY – OUR FIRST TOWN CENTRE HALLOWEEN EVENT

For the first time this year, we are staging a Halloween event in the town centre. It's an exciting new addition to our events programme following our Easter Eggstravaganza, Lymelight Festival, Jazz & Blues Festival and Homecoming. Halloween is an increasingly popular event and there'll be lots of fun activities and events for the whole family at our Spooky Saturday on 27 October.



ROYAL SOCIETY EXHIBITION FOR TRENT ART

Trent Art in Brunswick Street is hosting an evening event just for BID area businesses on Tuesday 11 September. The event is to celebrate their Royal Society of British Artists exhibition that runs from 7-22 September.

There will be Champagne and nibbles, a chance to view the paintings and to meet other business people from the town. Email art@trent-art.co.uk for more information and to confirm your attendance.



BID BUSINESS DAY CONNECTS LOCAL BUSINESSES

Lots of local business people came to the first BID Business Day in June where they enjoyed networking and some great workshops on cyber security, making tax digital, town centre developments and the Business Boost Awards. Thanks to Thompspon Wright, Ebstar and Newcastle Borough Council.

The event was designed to bring local business people together for a day of networking, inspiration and promotion, and certainly achieved this. Get in touch if you would like any more information on the workshop subjects from the day.

RETAILERS MEETINGS NOW BI-MONTHLY

Our meetings with town businesses are such an important way for the BID and our town's businesses to connect. They offer the chance for you to raise questions and issues, and for us all to work together to develop the distinctive Newcastle experience.

We're now going to hold a retailer meeting every other month instead of quarterly. They will be upstairs in Bar Social and will start at 6pm. Meeting dates are:

Tuesday 31 July | Tuesday 25 September | Tuesday 27 November. We hope to see you there – it's only by working together that we can really make a difference.

NEW FACEBOOK GROUP FOR BID LEVY PAYERS



We've set up an exclusive Facebook group just for BID levy payers, which we're using to quickly pass on important information and documents, meeting dates and more. And it's a great space to connect, share ideas and get your questions answered. The new Facebook group is called NUL BID Businesses. So if you're a levy payer, make sure you join a positive and productive group where we can all share ideas and information. Simply send us a request to join via the main Newcastle BID Facebook page.

FREE NETWORKING EVENTS FOR BID BUSINESSES

If networking and getting to know other business people in the town is high on your agenda, then you should go along to a Connects meeting. Held on the third Wednesday of each month at King Street Studios from 6.30pm, the events provide informal networking, the chance to talk about your business in the 60-second spotlight sessions, a guest speaker and a buffet. Best of all, they are free of charge for BID levy payers. Upcoming meeting dates are Wednesday 19 September and Wednesday 17 October. Find out more at www.connectsnetwork.co.uk



WELCOME TO NICHOLAS

Welcome to Nicholas Colclough, who has joined our team of BID Ambassadors. Safety is a key priority for the BID, and our Ambassadors play their part in ensuring a safe and welcoming town centre, and play a crucial liaison role with our local businesses. If you haven't already, say hello to Nicholas when you see him!

CASTLE HOUSE TO OPEN DOORS TO THE PUBLIC

Castle House was due to open to the public on Monday 23 July. Next to Queen's Gardens, the building will house services from Staffordshire County Council, Newcastle-under-Lyme Borough Council, Staffordshire Police and Aspire Housing, as well as becoming home to the town centre library and Newcastle Register Office. After staff have moved from the borough council's current Merrial Street base, those civic offices will be demolished and become part of a wider redevelopment site at Rycroft, where developer HDD has planning permission for a £27 million development with retail units, student accommodation and car parking.

DATES FOR YOUR DIARY

Thursday 13 September, Summit Hospitality:
first aid training session

Tuesday 18 September, Borough Arms Hotel:
first aid evening training session (session 1)

Wednesday 19 September, King Street Studios, 6.30pm:
Connects network meeting (free for BID businesses)

Thursday 20 September, Borough Arms Hotel:
first aid evening training session (session 2)

Saturday 22 September, town centre:
FoodFest 2018

Tuesday 25 September, 6pm, Bar Social:
BID retailers meeting

October, date and venue TBC:
customer care training course. Email kathryn.quinn@nulbid.co.uk to register your interest

Tuesday 9 October, 3-5.30pm, King Street Studios:
counter-terrorism training course

Monday 15 October, Summit Hospitality, 9.30-11.30am:
Making Tax Digital training session. Find out more about the biggest tax shake-up for a generation

Wednesday 17 October, King Street Studios, 6.30pm:
Connects network meeting (free for BID businesses)

Saturday 27 October:
Spooky Saturday, our first Halloween event in the town centre

Thursday 8 November, Summit Hospitality, 5.30-7.30pm:
Making Tax Digital training session

Tuesday 27 November, 6pm, Bar Social:
BID retailers meeting

All training courses above are free of charge for BID area businesses. Email kathryn.quinn@nulbid.co.uk to book your place or for more information



Castle House

