

Summer 2019

NEWSLETTER



**NEWCASTLE
UNDER LYME**
B BUSINESS I IMPROVEMENT D DISTRICT

THE BID ENTERS NEWCASTLE INTO BRITAIN IN BLOOM



Britain in Bloom is Britain's nationwide gardening competition and has been embraced by NUL for many years as a way of building a sense of community and civic pride.

This year the BID has supported the NBC clean team to allow for planting to be completed in the Queens Gardens and the Town Centre, as well as planting an Italian herb garden on the Grosvenor roundabout and adding more colour along Sidmouth Avenue.

This is just one of many ways that your BID levy works to make our town more attractive and help improve perception.

OUR FIRST OUTDOOR CINEMA

During the August bank holiday weekend there will be a specialist screen set up outside **Café Nero**:

**MARY POPPINS RETURNS —
2.30PM ON SUNDAY 25 AUGUST**

**RALPH BREAKS THE INTERNET —
11:30AM ON MONDAY 26 AUGUST**



Since we announced that the town centre would be hosting two smash-hit family films, we've been inundated with excited enquiries from local residents. This promises to be a fantastic opportunity for businesses to show residents what is on offer in their town centre.

More dates for your diary

Staffordshire Cycling Festival - 11th August

Newcastle Growfest - 21st - 22nd September

Spooktacular - 26th October

Christmas lights - 16th November

Get in touch, to discuss how your business can get involved and make the most of future events.

VIBRANT EVENTS

The BID continues to drive footfall to the town with its calendar of events throughout the year. Each one creates a fantastic opportunity to showcase NUL.

Lymelight festival



3rd - 6th May:
Attracting a footfall of

37,225

Jazz and Blues



24th - 27th May:
Attracting a footfall of

40,105

The Homecoming



**THE MODERN CIRCUS RETURNS
TO NEWCASTLE UNDER LYME**

29th June:
Attracting a footfall of

10,477

STAFFORDSHIRE'S LEADING CYCLING FESTIVAL COMES TO NUL ON 11TH AUGUST

We are thrilled to announce something entirely new for NUL for 2019. We've confirmed NUL as **Staffordshire Cycling Festival's** home for 2019 and 2020. This is Staffordshire's largest cycling event in 2019 and promises to drive increased footfall from a new audience on **11 August**. We've also arranged for roaming entertainment throughout the day, in the shape of **Dexter the Dinosaur** and **Granny Turismo**. With the HitMix radio providing the PA along with a cycling-specific announcer, we aim to encourage visitors to remain in the town centre to enjoy Newcastle's evening economy and watch the headline Pro race at 7pm.

Businesses are encouraged to take a free event stall or to supply vouchers or flyers for the BID team to distribute, for more details contact:

E: kathryn.quinn@nulbid.co.uk

T: 01782 922712



Both acts will roam around the town with Dexter the Dinosaur based at Red Lion square with special performances at the start and finish line.



Get involved



Our Bi-monthly meetings and Drop-in sessions are open to all levy payers. These are an opportunity to hear about BID related activity and to learn how to get your business involved with upcoming events and projects. Plus, share ideas and issues with fellow business owners and work together to create collective actions that benefit our town.

Next meetings:

17th Sept & 12th Nov 5:30pm (Bar Social)

Next drop-in sessions:

20th Aug, 15th Oct, 10th Sept (Guildhall)

AGM - 22nd Oct

(open to all levy payers, venue tbc)

Confirm your attendance -

E: manager@nulbid.co.uk T: 01782 922712

PURPLE FLAG ACCREDITATION



The BID is delighted that we have achieved Purple Flag accreditation for our evening economy for the 3rd year running.

This assessment resulted in 3 out of 5 sections of our accreditation being regarded as 'above standard.'

In particular, the accreditation panel noted the effective partnership that exists between all involved with the town.

PABCIS

The BID work closely with PABCIS (Partnerships Against Business Crime in Staffordshire) to combat issues that face our towns and cities centres. Businesses can join PABCIS and benefit from having a Business Crime Manager, attending both retail or night time economy meetings to discuss issues and hear updates.

For more info please contact the BID Manager at manager@nulbid.co.uk or call **01782 922712**

WOULD YOU LIKE TO KNOW MORE?

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



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