



WINTER NEWSLETTER



THE BIG CHRISTMAS LIGHTS SWITCH-ON!

The big Newcastle Christmas lights switch-on event takes place on Saturday 17 November and we've got a fantastic day of festive fun to kick-start the countdown to Christmas.

NEWCASTLE'S VERY OWN LOVE ISLAND STAR **WES NELSON** WILL BE TURNING ON THE LIGHTS FOR US AND LAUNCHING A FANTASTIC FIREWORK DISPLAY AT AROUND 6PM.

And we've got a whole day of festive fun before that for the whole family to enjoy. We have a brilliant line-up of singers, dancers and entertainers on the main stage; there will be storytellers wandering the town to share their Victorian Christmas tales; and the little ones will be able to get into the Christmas spirit with festive dressing up and face painting. We'll have a Christmas market, a funfair and – of course – the main man himself will be in his grotto between 2pm – 3.30pm and 4.30pm – 6.30pm. Youngsters can make their own reindeer food to put out on Christmas Eve, and enjoy festive popcorn and candy floss, while the stars of the Mitchell Arts Centre's pantomime will be paying us a visit too.

It's all shaping up to be Newcastle's biggest and best Christmas lights event! All the details are in our Newcastle-under-Lyme Festive Guide flyer, so make sure you get these out to your customers and help to spread the word on social media.



We are thrilled to have been shortlisted for an award at the **National BIDS Conference in November**. The award is under the Place Marketing category for the Homecoming event we delivered in 2017. The event was a partnership effort between the BID, Appetite and Newcastle Borough Council. It brought hundreds of people to the town to see some of the best circus entertainment from the UK and beyond. Keep an eye on our social media and e-bulletins to see what the outcome is.



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**NEWCASTLE
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FESTIVE WINDOW DRESSING COMPETITION

Attractive shop windows are important all year round, but Christmas brings a once-a-year opportunity to really go to town! Following last year's successful competition, we're again inviting businesses from across the BID area to unpack the tinsel and decorations and enter our 2018 festive window competition. Judging will take place on Friday 7 December, so if you want to take part please email kathryn.quinn@nulbid.co.uk to make sure you get a visit from the judges. There will prizes of £250 for the best three windows as decided by our judges.



TREE FESTIVAL

Our popular Christmas Tree Festival is back for the third year running at St Giles's Church. This year we will have 40 trees on display, all decorated by local businesses and community groups. The festival takes place over two days on 23 and 24 November.

Email kathryn.quinn@nulbid.co.uk to see if there are any spaces left



SUMMER FOOTFALL ON THE RISE



Footfall is a key measure of the vibrancy of a town, and it seems that our mix of leisure, culture and shopping are having a real impact. The footfall figures for the summer quarter (June to August) make very positive reading indeed. This year's numbers are up by over a third on 2017.

JUNE-AUGUST 2017 **616,986** JUNE-AUGUST 2018 **872,060**

No doubt the amazing summer weather played its part in bringing people into town to enjoy food and drink, and England's unexpectedly positive World Cup. But the distinctive Newcastle experience that we're all helping to build means they chose to visit our town.



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You'll be surprised how simple it is to start saving money on things like gas and electricity, landline, mobile and broadband costs, merchant services, insurance and more. So far, over £14,000 of savings have been identified for the BID area businesses who have signed up.

FOODFEST DRAWS MORE VISITORS INTO TOWN THIS YEAR

Newcastle FoodFest in September delivered lots of foodie activities in the High Street and Ironmarket, from demonstrations and family activities to live music and arts and crafts. And the event – supported by the BID – continues to grow in popularity. Footfall on the day of the festival this year was up by more than 4,000 on last year.



PARKING CHARGES

Town centre parking charges are set to be slashed to £1 after 3pm in a bid to attract more shoppers. Newcastle Borough Council's cabinet is expected to approve the new pricing structure at a meeting today.

Drivers are now set to benefit from a £1 parking charge on all council-run Newcastle town centre car parks after 3pm. The £1 charge would also stand on bank holidays.

Other planned changes include free town centre parking during next month's Christmas lights switch-on, free parking during late-night shopping on Wednesdays in the run-up to Christmas, and the creation of a short-stay car park in front of the former civic offices, in Merril Street.



TOWN CENTRE WIFI – FIND OUT MORE AT NOVEMBER RETAILERS' MEETING

Having accessible WiFi in public spaces across the town has been something we have been discussing at the BID for some time now. Thank you to everyone who has already given us their thoughts on this, but we'd like to hear from more of you.

Our next retailers' meeting is on Tuesday 27 November at 5.30pm, upstairs at Bar Social. We have invited the guys from Elephant Wi-Fi to come along and give a presentation on what is involved and the benefits for town centres of utilising WiFi. You can find out more about Elephant WiFi at www.elephantwifi.com and I hope to see you at the retailers' meeting on 27 November. Please let us know if you are coming along by emailing BID manager Amy Williams at amy.williams@nulbid.co.uk



NEW WEBSITE SNEAK PEAK!

"We are thrilled that NUL Bid have partnered with Netbiz Group to design and build their new website. As a business located in the town, we feel that supporting the Bids objectives to promote, develop and to attract investment to the town is something that we want to be involved in. Attracting consumers and businesses to the town is a key part of achieving the Bids objectives and the new website will contribute to this."

Ryan Yates, Netbiz



NEW WEBSITE LAUNCHING IN NOVEMBER – SET TO PROMOTE NEWCASTLE-UDNER-LYME TO A MUCH WIDER AUDIENCE

We're excited to be launching a brand-new website in November to promote Newcastle to a much wider audience. Our digital presence has been growing steadily over the last couple of years, mainly through our Facebook page (which now has almost 10,000 followers at time of writing). But our website hasn't really kept pace, so we're really looking forward to sharing it with you.



DATES FOR YOUR DIARY

Saturday 17 November – Newcastle Christmas Lights Event

It's time to start the countdown to Christmas with a fun-filled day of festive entertainment, ending with the big lights switch-on and firework display.

Connects networking – Wednesday 21 November

FREE for BID area businesses at King Street Studios. Meet fellow Newcastle business people, hear from this month's guest speaker and enjoy a buffet. More information at www.connectsnetwork.co.uk

Tuesday 27 November – BID Retailers' Meeting

Join us upstairs at Bar Social at 5.30pm to find out more about BID projects and to raise any issues or questions. We're joined by Elephant WiFi at our November meeting, who'll be telling us about the benefits of using WiFi across a town centre.

WE NEED YOU!

Following our AGM in October we are looking for new BID board members. If you want to have a say over the projects and initiatives delivered by the BID, then please get in touch to discuss becoming a director.

Please email BID manager Amy Williams at amy.williams@nulbid.co.uk or call the office on 01782922712.

