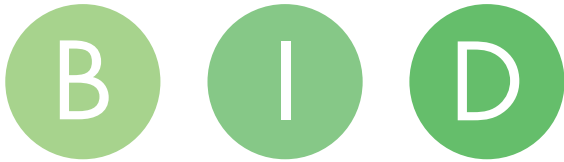


SLEAFORD



Business Improvement District

Eat, Drink, Indulge

The BID will soon be writing to all food and drink retailers, inviting them to take part in this week-long campaign promoting food and drink in Sleaford. From Monday 11 April to Sunday 17 April, we will be putting Sleaford on the map, as THE place to try something new, taste what's on offer and love eating and drinking. Each business will be asked to come up with a special offer for that week and we'll do the rest!

The offers are entirely flexible so you can tailor them to suit your individual business. They might include deals, such as free cake with coffee, a happy hour special, £5 lunch dish, 10 per cent off an evening meal or a free glass of wine with any main meal, it's your choice.

Through widespread publicity, we will advertise Sleaford as THE destination for great food and drink, during this week. We will produce a leaflet highlighting the participating businesses and the offers available. We'll also put it on the website and in the press and we will provide window stickers for all those involved in the campaign. All customers need to do is visit individual venues and ask for the "Indulge special". The rest is up to you.

We look forward to working with businesses on this campaign, with the aim of increasing footfall and sales and creating repeat business and customer loyalty. Any levypayer who is interested in taking part should contact BID Manager Emma Batty on 01529 413652.



11th - 17th April 2011

Heckington Show

Saturday 30 and Sunday 31 July, 2011

We're off to the show! We have booked a stand at the Heckington Show, which takes place on Saturday 30 and Sunday 31 July. We're keen to let people know all about Sleaford and why they should be shopping, socialising and trading with all the great businesses in the town.

We want to promote as many BID businesses as possible, whether you are a retailer, manufacturer, food establishment or health and beauty salon. **Please let us have your promotional items and information.**

We will be handing out specially-produced printed bags containing all your offers and promotional materials. That might include leaflets, brochures, pens, pads or even discount vouchers, whatever you have. However you promote your business, let us do the hard work and tell more people about you!

We'll be running a fantastic competition alongside our great giveaway. But this will only work with your support. If you would like to be part of this promotion, contact the BID Manager.

Please make the most of this superb opportunity and make Heckington Show your show!

Out of hours contact



The BID security officers need you!

Do we have your "out-of-hours" number and the name of a contact, if the BID officers need to get in touch?

We want to make sure that the service we offer you is the best it can be. Having an "out-of-hours" number for a property is just one way in which we can improve our service to you. In an emergency, if a property is left unsecured or an alarm is ringing, it's vital that the BID officers or Police know who to contact. If they cannot get hold of the right person, the BID officers will do their best to secure the premises. But, the property may be left unsecured and that could hamper the recovery of any stolen goods. So, if you would like us to be able to contact you in an emergency, please either ring the BID van on 07525 985114 between 6.00pm and 6.00am or, during the day, call the BID office on 01529 413652. Alternatively, email emma.batty@lincs-chamber.co.uk. Additionally, if you have any concerns about the security of your business overnight, give the officers a call. We can't guarantee individual service, but we can be more vigilant in certain areas as and when required. Contact the BID officers on 07525 985114 or the BID Manager on 01529 413652 if you have anything to report.

Fairtrade Fortnight

Fairtrade Fortnight takes place from the February 23 to March 8. Sleaford is a Fairtrade town and continually seeks to involve more businesses, organisations, schools and churches in its campaign. St Georges Academy will be running a stall at the Farmers' Market on March 5, so pop along and support this excellent cause. The BID is pleased to support Fairtrade in Sleaford.



Website

The new BID website will be online in the next couple of months. With a fresh new design, and a firm focus on Sleaford, it will also incorporate the business directory which was published last year. The website will allow the BID to reach a wider audience and promote the great things about the town, along with BID projects. The new site will focus on Sleaford as a destination and feature information about what to see, transport, facilities and, of course, shopping and eating out. With the addition of information about the town's history and things to do, it will provide a one-stop shop for both visitors and residents. The site will also link into the Visit Lincolnshire and the Heart of Lincolnshire (NKDC) tourism sites. This means that it will not only promote Sleaford, but all its businesses and the BID's continuing efforts to make the town a better place in which to live, work and do business. Further details will be revealed shortly.

Business Workshops

There's a new offer for levypayers this year. The Business Improvement District has teamed-up with Ultimate Performance Business Solutions in Sleaford, to run a series of training courses for BID businesses.

The two hour 'bite size' sessions will run over the next three months. They will cover Customer Service, Sales & Marketing, Interpersonal Communication Skills and Assertiveness Skills.

The sessions will take place at the town's UPBS training centre. Any BID business can send staff along, but places are limited, so please book early to avoid disappointment.



The dates are:

Customer Service

Tuesday 29 March: 9am - 11am and Thursday 12 May: 2pm - 4pm

Sales & Marketing

Tuesday 5 April: 2pm - 4pm and Tuesday 17 May: 9am - 11am

Interpersonal Communication Skills

Tuesday 12 April: 9am - 11am

Assertiveness Skills

Tuesday 12 April: 2pm - 4pm

Each session costs £5 per person, plus VAT.

Please contact UPBS on 01529 304402 to book your place.

Diary Dates

Monday 11 April
to Sunday 17 April
Eat, Drink, Indulge in Sleaford
- Food & drink promotional week.

29 March, 5 April, 12 April,
12 May and 17 May
Training Workshops with UPBS

Monday 9 May,
6pm - 7pm
Open Meeting, Solo Club

Saturday 30 and
Sunday 31 July
Heckington Show

Shopwatch/ Pubwatch Scheme

New schemes were launched in Sleaford in November, with subsidised radio hire and member benefits.

Both Shopwatch and Pubwatch are working well and the airwaves are buzzing with increased traffic, intelligence sharing and co-operation between retailers. This is leading to a reduction in crime in the town, with less theft and incidents of Anti-social behaviour. This is not only good news for participating businesses, but also the town's shoppers and visitors.

The radio scheme is backed up by bi-monthly meetings, where members get together to discuss issues in the town and identify individuals who cause disruption to local businesses. The BID, which is working with the Lincolnshire Chamber of Commerce, is pleased with the uptake and hopes to expand the scheme further in the coming year. This initiative is supported by the Neighbourhood Policing Team and CCTV, who are happy to work with the businesses involved.

Any business interested in obtaining a radio and joining the scheme, should contact Chris Brown at the Lincolnshire Chamber of Commerce, 01522 523333.

Cycle Lockers

Save money this Spring and cycle to work! The BID cycle lockers are available for anyone wanting to cycle into Sleaford and have somewhere dry and secure to leave their bikes while they are shopping, working or socialising. Contact the BID Manager for further details 01529 413652.



Stay Safe Scheme in Sleaford

In conjunction with the Community Safety

Partnership and the Neighbourhood Police Team, the BID is supporting the Stay Safe Scheme in Sleaford. This is a nationwide scheme which has recently been launched in Grantham. It aims to help vulnerable people in society to feel safer when they are out and about, and we are asking Sleaford retailers to participate in this initiative. Vulnerable people are being given training at North Kesteven District Council on how the scheme works and there is an information pack available for retailers.

The scheme works by asking shopkeepers to display a sticker which displays the Stay Safe logo. If a vulnerable person feels threatened



or frightened they can go into the shop and show the staff their contact details (contained on a card or keyring).

That member of staff then rings - or allows the vulnerable person to call - their carer/parent or responsible

person. You can be part of the scheme for FREE and it promotes goodwill and confidence to those people in the society who feel most at risk. If you are interested in joining, please contact PCSO Alice Wells on 0300 111 0300.

New High Street Banners

These stunning banners with fantastic photographs illustrate what's great about Sleaford and showcase all aspects of the town. Ten eye-catching versions - replacing a set which has been in place for several years - have been displayed on lamp posts along Southgate and Northgate.

And they aim to leave shoppers and drivers in no doubt that Sleaford offers much more than at first meets the eye. Sleaford is not the sleepy little town that some people imagine, but a place which continues to evolve and expand. It offers mainstream shopping and lots of interesting precincts, which are home to niche businesses.

The banners aim to highlight many of our plus points, from our shopping, to our markets, Money's Mill, which is currently a cafe, The Hub National Centre For Craft & Design and the River Sleas, with its wonderful riverside walks, as well as other aspects of the town.

Selling to the Public Sector

The Public Sector in Lincolnshire spends over £750,000 a year on a variety of contracts.

Now the Training in Public Procurement partnership (TIPP) wants to help you to understand how to WIN SOME OF THOSE CONTRACTS!

Events are FREE and are taking place locally during March. Contact charlotte.robson@lincs-chamber.co.uk for further details.

Local events are:

17 March 2011 - South Holland District Council, Spalding

23 March 2011 - Eventus Business Centre, Market Deeping



CCTV in Sleaford in Danger? Maintenance of the CCTV cameras in Sleaford

The eight CCTV cameras, situated in Sleaford, were installed in 1997 as part of a Home Office initiative. The cost of installing them was met by the Home Office, the District Council, the Town Council and contributions from local businesses. The cameras are monitored from a control centre in Grantham, which is operated by South Kesteven District Council. North Kesteven District Council currently meets the annual costs of monitoring and maintenance. This amounts to £48,000 a year.

North Kesteven's grant from Central Government is to be reduced by 30 per cent over the next two years. The Council has to make savings in its budget of around £2 million during this period. One of the areas that is

currently being reviewed is the cost of monitoring and maintaining the CCTV cameras in Sleaford and North Hykeham. The Council believes that it should make savings in this particular function from April 2012 onwards. A review will therefore be undertaken during 2011, involving stakeholders, including local businesses. Discussions will also take place with South Kesteven District Council to see whether the cost of monitoring the cameras 24-hours-a-day can be reduced.

The Deputy Chief Executive of North Kesteven said: "The District Council fully supports the principle of CCTV within the two towns in North Kesteven, as well as the provision of mobile CCTV elsewhere in the district, as part of its Community Safety Strategy. However,

The Sleaford BID Board will respond to the consultation on behalf of its levy payers and we would welcome your comments for inclusion in this.

BID Open Meeting

The next Open Meeting will take place on Monday, May 9 at the Solo Club, Market Place, Sleaford, at 6pm. All levy payers are welcome to attend so come along and share your ideas with the BID Board.

The Council is facing a difficult challenge to identify savings of 15 per cent in its budget over the next two years and every area, including the cost of maintaining CCTV, needs to be reviewed. A final decision on the budget savings for April 2012 onwards will not be made by the Council until February 2012, so there is every opportunity to discuss alternative ways of financing the ongoing costs of CCTV."