

Christmas Market



Sleaford BID is now part of the Christmas Market Committee and are planning a great event for Sleaford this year. Southgate will be closed on Sunday 27th November, so we hope the Christmas atmosphere will envelope the town and help to attract even more visitors and shoppers.

Attractions will include a variety of stalls, including those selling food, and there will be a funfair, carriage rides, entertainment and music, but we are also keen to hear from any businesses with other bright ideas. Volunteers able to help on the day are also very welcome.

If you are a BID business and wish to take a pitch on the day – please get in touch, as we have a number of subsidised pitches available.

This is a great opportunity to promote your business through local sponsorship, either for the Christmas Market or the Christmas Leaflet which will be produced this year.

Town Centre retailers are encouraged to open their shops on Christmas Market Day to make the most of the increased footfall, to decorate their windows and get into the festive spirit by dressing in Christmas themed outfits on the day. *Contact Emma Batty on 01529 413652 for more information.*

Sa Fire Festival

Saturday, 29th
October

Sleaford's Light Night two years ago was a great success – now Arts NK, Leisure Connection and its partners are planning another night to remember. On Saturday, 29th October, visitors and residents of Sleaford will be treated to "Great Art by the Seaside!"

The east of the town will come to life with light, music and dance, including stunning site-specific sculptures, fire drawings, inventive performances, elegant dancing, beautiful music, stimulating spaces from St Denys Church to Cogglesford Mill and back again.

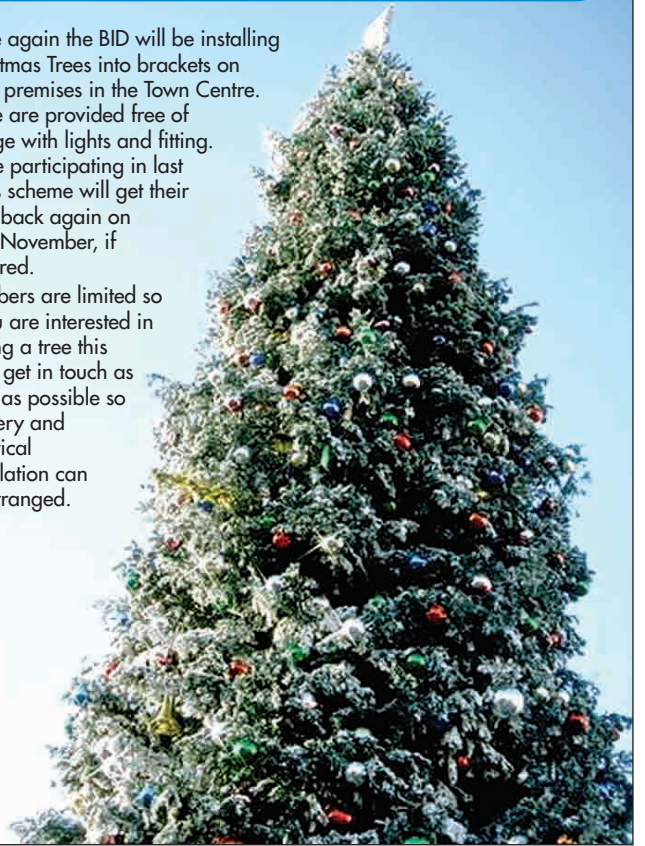
Naturally, sponsorship from local traders would be appreciated, but Sleaford BID is urging all businesses, especially those selling food and drink, to think about how they can get involved and make the most of the increased footfall on the night.

If you are a pub or club who wants to put on a special offer on the evening of 29th October 2011 to make the most of the additional footfall, let us know! The Light Night two years ago attracted several thousand visitors to the town, so why not make the most of it?

Christmas Trees

Once again the BID will be installing Christmas Trees into brackets on retail premises in the Town Centre. These are provided free of charge with lights and fitting. Those participating in last years scheme will get their trees back again on 18th November, if required.

Numbers are limited so if you are interested in having a tree this year, get in touch as soon as possible so delivery and electrical installation can be arranged.



Community Payback Scheme

The Sleaford BID recently engaged the Community Payback team – working in conjunction with

North Kesteven District Council – in a project to tidy-up the town. After noticing how the Community Payback Scheme has made a difference in other places, a team of people on the scheme were called-in to tackle areas around the town's green dragon fencing, Sleaford Station area and the heritage-style bollards in Southgate. The team who started on Sunday 31st July and are continuing to work on Sundays in the town have made noticeable improvements.



Sleaford BID – Annual General Meeting

The Sleaford BID Annual General Meeting will take place on Monday 5th December at 5.30 pm at the Solo Club. All Business Improvement District levy payers are welcome to attend, notifications will be sent out nearer to the date.

SLEAFORD

B I D

Business Improvement District

Sleaford BID

As we enter our fifth year we are looking forward to the renewal vote in 2012. We will be asking all our BID businesses to participate in consultation with us, so we can plan our next five years and make a positive difference in Sleaford and benefit all our BID businesses. Look out over the coming months for details of how we would like you to get involved. *If you would like to get in touch, please email enquiries@sleafordbid.co.uk.*

Business Mentoring

If your business could do with some expert advice and support – a Business Champion may be just what you need!

Under the East Midlands Business Champions' scheme, people with management-level experience voluntarily share their knowledge and expertise with non-profit and educational organisations, for FREE.

For more details contact Business Champions' manager Anna Mills on 0115 9247419 or email: anna.mills@bitc.org.uk

Also check out www.mentorsme.co.uk set up by the UK's five largest high street banks, the scheme will offer support on a range of issues faced by businesses from finance to marketing to HR.

Independent Retailers Event

On Thursday 8th September the Business Improvement District hosted an Independent Retailers Event. This was supported by North Kesteven District Council and delivered by Business Link.

The three hour event was free to attend and a good number of businesses from Sleaford and North Kesteven

attended. The event was based around three steps to increase a shops turnover and provided some valuable information and insights into the way we shop and how to make a difference in the way your retail space and goods are laid out.

The feedback from attendees was excellent and it was felt that more 'practical' advice like this would really assist Sleaford retailers to be at the top of their game. To this end we are looking at ways in which this could be delivered to benefit as many BID businesses in the town as possible – so watch this space!



New Signage – Precincts

The BID is working to provide 'heritage' style signage to the shopping precincts and walkways in the town. These areas are vital to Sleaford as many of our niche independent retailers are here. We are happy to explore this project and look to make a positive impact with new signage in the near future.

New Signage – Sleaford Enterprise Park

Sleaford BID is working with NKDC, Lincolnshire County Council and local landowners to look at ways to improve signage on the fast-expanding Enterprise Park in Sleaford. The estate has grown dramatically in recent years and the BID is keen to help resident businesses by working with interested parties to ensure proper signposting is installed. It is hoped this will raise the profile of individual businesses and ensure that suppliers and customers can easily find their way around. The BID will continue to watch the estate's development, to ensure future expansion is also highlighted.

Christmas Leaflet

Once again the BID will be producing a Christmas Leaflet packed with details of all the Christmas Events and Church Services going on during the festive period in Sleaford. If you would like to assist us in either providing information on an event you are holding or if you would like to advertise in the leaflet, please get in touch. enquiries@sleafordbid.co.uk

Join the BID Board

Make a difference in Sleaford by joining the Business Improvement District Board. We are looking for two directors to join our existing dedicated team to guide and support the BID in Sleaford. Be part of our exciting challenge for renewal in 2012.

If you are passionate about Sleaford, have a business within the BID district and want to get involved, please get in touch with the BID Manager on 01529 413652.

BIIAB BIIAB Drugs Awareness Course

Members of the licensed trade had the chance to attend a BIIAB Drugs Awareness course in Sleaford on 19th September.

Organised by the BID – which is keen to see a safe and thriving evening economy – the aims of the

course were to enhance people's awareness of drugs, promote best practice and offer good housekeeping advice to prevent drugs' issues. The course was well attended by licensed hospitality staff and excellent feedback received.

Supporting the Evening Economy in Sleaford.

The active Pubwatch group in Sleaford, administered by the Sleaford BID meet regularly to discuss current issues and share relevant information for the licensed trade in the town.

This is supported by the use of Radio link handsets which enables communication between licensed premises, security staff and CCTV control in Grantham. This enables a joined up approach to safeguarding customers, staff and premises and works extremely well, with active use. The Police also have a radio and can be alerted to incidents in the

town. In the BID's active 'zero tolerance' campaign a new poster was recently launched advising customers that illegal drugs use would not be tolerated and would be robustly dealt with.

Both this and the additional drugs awareness training course recently provided will assist in strengthening the night time economy and encourage good practice by staff and business owners

