

## BID News

[www.northallertonbid.co.uk](http://www.northallertonbid.co.uk)

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## NORTHALLERTON MEANS BUSINESS

Over 100 Northallerton businesses and stakeholders packed into the Town Hall on Monday 2 October to see a new brand revealed (example above) at the first ever BID conference in Northallerton, entitled Northallerton Means Business, with the theme of Marketing.

Businesses came to see a host of speakers & marketing workshops; including presentations from HDC's deputy leader, Councillor Peter Wilkinson, Tina Watson from Barclays, Lindsay Judd from Bettys & Charles Barker; who joined Welcome to Yorkshire's, Will Hodgson & David Shields to reveal a new brand & details of a £250K investment in marketing & events for Northallerton in the life of the BID.

What do you think of our new brand? See a presentation of how it was designed & send us feedback at [www.northallertonbid.co.uk/brand](http://www.northallertonbid.co.uk/brand)

### DATES FOR THE DIARY

**Tue 3<sup>rd</sup> Oct** – Northallerton Jobs Fair from 10am, Job Centre, Elder Road, all welcome

**Wed 4<sup>th</sup> Oct** – Moving your business forward. Allerton Court Hotel. 09.30-13.00

**Thu 12<sup>th</sup> Oct** – Cybercrime event with North Yorkshire Police (Email us to register)

**16-20 Oct** – Hate Crime Awareness week, various demonstrations and public events on the High St

**Mon 16<sup>th</sup> Oct** - 50% off First Aid training (Limited places) Email us to register (see email below)

**Sun 5<sup>th</sup> Nov** – Northallerton Bonfire on the Applegarth, starts at 6pm.

**Mon 6<sup>th</sup> Nov** – Northallerton Business Network (formerly 1<sup>st</sup> Monday) at Evolution Centre

Contact us if you require any more information or want us to publish your event here.

### OFFER FOR BUSINESSES

A recent survey of BID businesses revealed that many companies wanted assistance with Emergency First Aid at Work training. As a result, **we can offer 10 places on a subsidised one-day Emergency First Aid at Work Training course on Monday 16th October.**

The course costs £100 per person but the BID will pay 50% of the cost for levy paying members, offering you the chance to have one of your staff accredited for just £50. We have just 4 spaces left so please sign up now to avoid disappointment. [Email us to find out more.](#)

## OH, CHRISTMAS TREE!



Last year over 3000 people attended the popular All Saints Church Christmas Tree Festival over three days in early December. With 43 businesses sponsoring trees last year, it proved a very popular way of promoting business at this key time in the calendar. For just £75 you could sponsor a tree to be decorated by you or a charity partner or school. The church provides the tree and lights plus promote donors including a sponsor's night on the 30<sup>th</sup> November 2017. Interested? Find out more by emailing [treefestival@cofe-northallerton.org.uk](mailto:treefestival@cofe-northallerton.org.uk)

## ON THE RIGHT PATH?

Northallerton Community Forum are looking for a volunteer surveyor for a community project to improve pedestrian routes in the town.

To date they have surveyed 90% of the paths around Northallerton & Romanby and identified paths in need of repair. However, the team do not have the experience to estimate the cost of works and start applying for grants so need a surveyor to help. Interested? Contact Jim Forrest by email on [jim20092015@gmail.com](mailto:jim20092015@gmail.com)

## BUSINESSES DIG PRISON VISIT



Some 25 BID member businesses enjoyed a private tour of the Northallerton Prison Archaeological Dig on Thu 28<sup>th</sup> September and marvelled at the historic tales of dark deeds and brutality surrounding the infamous Northallerton "House of Corrections"

With stories about the infamous treadmill where convicts laboured for 7 hours non-stop every day to a glimpse inside the cells, it was interesting to see the buildings which even recently were used to house prisoners serving sentences or on remand.

With examples of keys disposed of in concrete (to stop prisoners getting hold of them) remnants of numerous slop buckets and even more macabre, knives & razor blades found hidden in window frames, it proved a captivating day for all concerned. Barbara Pugh from Barclays said, "It really was quite fascinating!"

Don't miss out on future events, subscribe to our mailing list by sending an email to [julia@northallertonbid.co.uk](mailto:julia@northallertonbid.co.uk)

## SPECIAL SUNDAYS IN 2018

The BID plans to transform Northallerton's Sundays in 2018 with a calendar of events designed to drive business to our members.

Watch this space for dates for a forthcoming Classic Car Festival, 40s weekend, Artisan Fair and Soapbox Challenge Day all to be held here on our High St. **Want to be involved?** Contact us now to get in on the ground floor for this ambitious programme of events for the area.