

BID NEWS

CONTACT US ON 07393 445613

www.lovenorthallerton.com



HERE'S TO A SUCCESSFUL 2018 FOR ALL OUR BUSINESSES!



OFFERS SMASH!

With 10,000 offer books distributed and 20 offers inside saving consumers £100s at local businesses. The New Year Offer book proved to be very popular with visitors and all copies were snapped up in less than 3 weeks. If you didn't see any there are still some offers online (why not share them with staff?) www.lovenorthallerton.com/littlebookoffers/

Many offers last until the end of January so its early days but so far, the average spend is £19 per voucher but some stores have seen spends of £1000+. We plan to repeat this successful initiative in the Spring, if you want to feature in the next book, contact julia@lovenorthallerton.com now.

Deadline for voucher creation is Feb 2018 and the books will be in customers' hands by early March. If your offer is more time sensitive, why not host it at www.lovenorthallerton.com/littlebookoffers , all you need to do is drop us a line for more details?

Please note all offers are based on your eligibility as a BID member. Find out more by contacting us.

DATES FOR THE DIARY

Jan 16 – Barclays Anti-Fraud Seminar
 Jan 27 - Carnival Fundraising Coffee Morning
 Feb 3 - Carnival Fundraising Coffee Morning
 Feb 23 - Carnival Fundraiser Rock & Roll Night
 Feb 6th – Pancake Race on the Applegarth
 Feb 18th – Chinese New Year –Year of the Dog
 Mar 16th -Northallerton Means Business-Data
 Apr 1 – Northallerton Classic Car Event
 June 10th – Northallerton 40s Weekend
 July 8th – Northallerton Carnival
 July 2018 – Northallerton Dog Week
 Aug 2018 – Northallerton Arts Month
 All events are listed on our website

www.lovenorthallerton.com/whats-on

FREE SKILLS FOR GROWTH

Going for Growth is a fully funded 3-day residential business training course designed to help you grow your business, develop a strategy for the future and improve your digital marketing. Take a break from working in your business and work on it for a change? If you run or manage a business with less than 50 employees (no limit for Tourism Businesses) you are eligible to attend and it's completely free! The course runs Fri – Sun monthly on selected weekends up to and including July 2018.

Interested? Call Andrea Clarke from Enterprise Made Simple on 07792102367. andrea.clarke@enterprisemadesimple.co.uk for more details or to make an application.

FOOTFALL FOR DECEMBER

December was a bumper month for the High St with our footfall counters recording a total of 475,889 total footfall in day time hours from the 4th to the 31st December. Week 51 proved to be the busiest at with 143,965 total footfall from the 18th to 24th December. The busiest camera was 202 High St. Most cameras show a fall in night time footfall compared to the day apart from the camera at the end of Friarage St which shows a 75% increase in night time activity during December. Given we only have this year's figures there's no comparison data with Dec 2016 but there will be next year. If you need specific data on footfall for your business or property, please ask us?

PARKING MATTERS



With 101 responses to this survey, it's no surprise that Parking is one of the major issues which has a huge effect on business in Northallerton and one locals are very passionate about. We will be taking the responses from this survey and incorporating it and some key data into an interim report to be delivered to both councils and the Northallerton BID members this Spring. Thank you for your input.

Well done to Dorothy Lee from Montana Clothing who is the winner of a Lewis and Cooper hamper in the prize draw as part of the Parking survey. We hope you enjoy the gourmet goodies!

A BIT OF GOSSIP

Northallerton BID is reliably informed that a successful NE law firm with over 125 years of experience is seeking a Northallerton base within the BID area. Watch this space for more details....

FLIPPING GREAT DAY OUT!



The popular 2018 Pancake Race will be Shrove Tuesday, February 6th, on the Applegarth playing fields from 10.30am. Please enter a competitor or a team? Call 01609778602 or info@colinhutsonaccounting.co.uk for more details.

This year's event is backed by Northallerton & District Round Table, Northallerton Retail & Business Forum, Colin Hutson Accounting, Barkers, Sam Turner & Sons, Coles Solicitors, Lewis & Cooper and Northallerton Town Council and all proceeds go to the Richmond and Hambleton Carers' Centre.

PROTECT AGAINST FRAUD



How skilled are you at avoiding crime online? How safe is your business from cyber criminals? Protect you and your business from online fraud with this free seminar from Barclays Bank at Barker's Bistro on Northallerton High St, Tuesday 16th January 10am - 11.30am.

This event is free, and attendees can reserve their place on Eventbrite by using the link below.

<https://www.eventbrite.co.uk/e/fraud-awareness-mind-of-a-fraudsternorthallerton-tickets-41205769566?aff=es2>