

BID NEWS

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www.lovenorthallerton.com



NORTHALLERTON BID WISHES YOU MERRY CHRISTMAS & HAPPY 2018!



CHRISTMAS IS COMING

The weekend of the 1st to the 3rd December will see two special free family events to drive footfall to town. Plus check out for the BID's Christmas campaign on Minster FM + Darlington & Stockton Times throughout December.

The Christmas Tree Festival at All Saints Church Northallerton is from Friday 1st to Sunday 3rd with 50+ decorated lit trees adorning the inside of the beautiful church plus various carol performances over the weekend, including the Military Wives Choir.

On Sunday 3rd December, the High St will be closed from Zetland St to Friarage St for the Santa Sunday event. The market place will open at 10am with various stalls including street food. Kids will love the popular Elf Run, there will be carol concerts & Santa will arrive on his sleigh with reindeer before opening his grotto. At 4pm the festive lights will be switched on by local Panto stars plus live stage performances.

www.facebook.com/events/361415597614391/

DATES FOR THE DIARY

Little Book of Voucher launched 29th Nov.

Christmas Tree Festival – 1-3 December at All Saints, look for your business on our BID tree!

Small Business Saturday – December 2nd

Santa Sunday – 3rd Dec 12–6pm, various activities on the High St including a visit from Father Christmas at 3pm-3.30pm

Free parking on HDC carparks 7, 14, 21 December plus 25 Dec to 1 Jan inclusive (Note that time restrictions apply on all car-parks)

Afternoon Tea in aid of Friarage– Dec 9th

Last Market before Christmas Dec 23rd

Christmas Day to New Years Day, the BID office is closed but contact on phone or email.

Deadline for our parking survey 31st December, send us your views on parking.

surveymonkey.co.uk/r/northallertonparking

BOYES TOAST 40 YEARS!



Happy 40th birthday to our beloved Boyes! This iconic brand & popular High St store first opened its doors in Northallerton in November 1977.

Here's to 40 more years on the High St for Northallerton family favourite, Boyes!

NEW WEBSITE LAUNCHED



Live now, **our new visitor website for Northallerton** is packed with events, offers and details of all our BID businesses. The event is designed to drive visitor traffic to our county town and each one of our businesses has its own page to showcase its offers, products and services to the public. Check it out now on www.lovenorthallerton.com

FOOTFALL COUNTERS LIVE

The 8 BID and HDC funded **footfall counters are now live on our High St** collecting vital footfall data so for the first time in January, the BID can monitor and publish footfall data for businesses. Watch this space in some useful stats in 2018!

BUDGET BOOST FOR BUSINESS

Overall, businesses were relieved by the content of the latest Budget. 1.5 million modest-earning small firms and the self-employed will be relieved to see **no sign of a VAT tax grab** that would have caused huge economic damage.

Hopefully the Treasury will go further in future to simplify VAT, an over-complicated tax that on average takes a business a whole week to administer every year.

Also welcome was a careful approach to protect diesel van drivers while at the same time addressing air quality. More good news came in the form of a **fuel duty freeze**, which is vital to so many local businesses for customers, suppliers and staff.

LITTLE BOOK OF OFFERS

OFFERS

WHY NOT TREAT YOURSELF

10,000 copies of the **Little Book of Offers** are now being distributed throughout Northallerton, if you want any for your business, contact us for a delivery or you can also download vouchers individually online at lovenorthallerton.com/littlebookoffers

PRISON UPDATE

Guests at Northallerton Means Business Online event on the 29th November saw an update from developers Wykeland and Hambleton District Council on new **plans for the Prison site**. If you missed the event, don't despair you can see it on lovenorthallerton.com/news

GIVE A LITTLE BACK

Hambleton Community Action is researching how to encourage more young people to get involved in volunteering. As part of this, they're asking employers to let them know their thoughts on volunteering when employing young people aged 15-25. The **online survey** takes only 5 mins & will help HCA and partners develop a plan to encourage more young people to volunteer in future surveymonkey.co.uk/r/DoesItPayToVolunteer

A CUT ABOVE THE REST

Massive congratulations to Hollie Rose Sutton for her epic efforts during a 24-hour cutathon at Holl & Co Barbers on the High St. Hollie raised over £1,500 from 9pm on Friday, November 10 finishing nearly 100 haircuts before 9pm the following day.

A fundraising raffle with prizes from local businesses was also held, all in aid of Clic Sargent, a charity close to Hollie's heart after its support for her young friend Will Banks. A brilliant effort for a great cause and **very well-done Hollie!!**