

BID NEWS

Northallerton
EST. 1200

CONTACT US ON 07393 445613

www.lovenorthallerton.com

BUSINESS NEWS FROM THE COUNTY TOWN



TOUR DE BUSINESS

Tour de Yorkshire in May 5th this year, will travel through Romanby, past County Hall, travelling down South Parade and Thirsk Road (not the High Street due to the May Fair) and you are invited to a workshop by Welcome to Yorkshire to see how your business can benefit.

The workshops are:

Northallerton – 7 Feb – at the Civic Centre – 7pm for a 7:30pm start – link to booking form is below:

<https://www.eventbrite.co.uk/e/tour-de-yorkshire-2018-roadshow-in-northallerton-tickets-42415834904>

Thirsk – 26 Feb – at Thirsk Town Hall – 2pm for a 2:30pm start – link to booking form is below:

<https://www.eventbrite.co.uk/e/tour-de-yorkshire-2018-roadshow-in-thirsk-tickets-42416146837>

Why not come along and hear how you can get involved? letour.yorkshire.com/the-race/

Also please note there will be rolling road closures on Sat 5th May to accommodate the race which will affect traffic flow throughout the town, please let staff, suppliers and customers know?

DATES FOR THE DIARY

Feb 7th – Tour de Yorkshire Roadshow

Feb 23rd - Carnival Rock & Roll Fundraiser

Feb 6th – Pancake Race on the Applegarth

Feb 18th – Chinese New Year – Year of the Dog

Mar 7th - Northallerton Means Business-Data

Apr 1st – Northallerton Classic Car Sunday

June 10th – Homefront 40s Sunday

June 24th – Homegrown Food Festival

July 8th – Northallerton Carnival

July 21-28th – Northallerton Dog Week

Aug 18th Battle of the Standard 880 Event

Aug 2018 – Northallerton Arts Month

All events are listed on our website

www.lovenorthallerton.com/whats-on

WE NEED YOUR OFFERS

With our Little Book of Offers (average spend £19) a great success, we are doing it again. With a content deadline of **Feb 16th** all you need to do is to send in your offer and logo to julia@lovenorthallerton.com to be included free of charge (levy payers only) in the next edition, due out in March 2018.

Once again, we will be printing 10,000 hard copies but also offering digital voucher downloads on our [website](http://www.lovenorthallerton.com), so don't delay get in there now and start to benefit from new customers and increased revenue.

Once you submit your offer you will get a chance to approve the final version before we go to print. Vouchers that have the duration will be placed first in the little book.

FOOTFALL FOR JANUARY

January saw steady growth of High St footfall with 414,898 passersby recorded for the month. Week 4 was the busiest recorded with 115,313 total recorded, followed by week 2 with 106,106 and week 3 100,212 and 93,117. The busiest camera was 202 High St. The only camera to show an increase on our busy December High St footfall was 216-219 High St, which was 18.9% (13,520 people) up on Dec peak figures. Should you have any questions on footfall figures or require specifics for your business. Please get in touch?

CAPTURING NICHE MARKETS

Dog Friendly Businesses

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Gold Businesses
(dogs allowed, water and treats provided)

- 1 - Waterstones
- 2 - Grovers
- 3 - Joe Cornish Gallery
- 4 - Steamer Trading Cookshop
- 5 - Maxwell's
- 6 - Pets at Home
- 7 - The Standard
- 8 - Skipiton Building Society
- 9 - Scyzory
- 10 - Durham Ox
- 11 - Tithe Bar
- 12 - Fat Face
- 13 - Mountain Warehouse
- 14 - Stumble Inn

Silver Businesses
(dogs allowed, water provided on request)

- 15 - Sonny Playforth's
- 16 - The Fleece Inn
- 17 - The Black Bull
- 18 - The Nags Head
- 19 - Montana
- 20 - Bella Boutique
- 21 - Potting Shed

Businesses
(where dogs are allowed)

- 22 - Betterdaze
- 23 - Caffè Nero
- 24 - Atlantis Pet Supplies
- 25 - Sophie's Gifts
- 26 - Holme Design
- 27 - Daisy Doodle
- 28 - Holland and Barrett
- 29 - Bridgford's Estate Agents
- 30 - Wickes
- 31 - Vodafone
- 32 - Seasalt
- 33 - Pandora

Northallerton Dog Week
Saturday 21 - Saturday 28 July
find out more on
www.lovenorthallerton.com

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HOMEGROWN HAPPINESS!



Homegrown Food Festival is back in 2018 on Sunday June 24th in the Applegarth. This year's theme is Food Pharmacy, focusing on local food with health benefits. Stall bookings are now open with an Early Bird offer for those businesses who want to stake their claim at this popular festival which attracts over 7,000 people to the town to enjoy local homegrown delights. The event is also looking for people to help so if you want to take part, contact homegrownfoodfest@gmail.com

FULLY FUNDED TRAINING



Tyro Training is expanding its range of fully funded* training courses to help your business grow, this includes:

- Hospitality Diploma
- Event Planning
- Digital Promotion
- Risk Assessment
- Coaching Award

Please contact Tyro Training to register your interest and arrange an informal meeting to discuss your requirements. Call us on 01756 797266 or email info@tyrotraining.co.uk

*for eligibility criteria contact our business development team



QUARTERLY PRINT NEWS

To save costs and resource, our regular print version of this newsletter will now be delivered quarterly. If you want to continue to receive monthly news, sign up to our online version with julia@lovenorthallerton.com

EMAIL [JULIA@LOVENORTHALLERTON.COM](mailto:julia@lovenorthallerton.com)

CALL 07393 445613