

BID NEWS

CONTACT US ON 07393 445613

www.lovenorthallerton.com



MARCH BUSINESS NEWS FROM THE COUNTY TOWN



NORTHALLERTON MEANS BUSINESS

Join us at lunchtime on Thursday 8th of March for the third in our series of Business to Business Events, Northallerton Means Business. This time we are tackling topics which **ALL BUSINESSES** will have to tackle in the next 12 months including **TAX, CHANGES IN DATA PROTECTION, PARKING and RECYCLING**. Come along for the usual updates including one on our [Parking Project](#), lunchtime networking and a unique opportunity to sign up for **FREE CARDBOARD RECYCLING FOR YOUR BUSINESS & DRIVE CARD**, a fuel discounting service, sure to save you ££££. Click here to secure your place www.northallertonmeansbusinesssupport.eventbrite.co.uk

WORKSHOP 1 - DATA PROTECTION

Upcoming changes in legislation make this workshop essential if you hold or collect data on your customers. Experts from local law firm Newtons will give you great advice on how NOT to fall foul of the new rules.

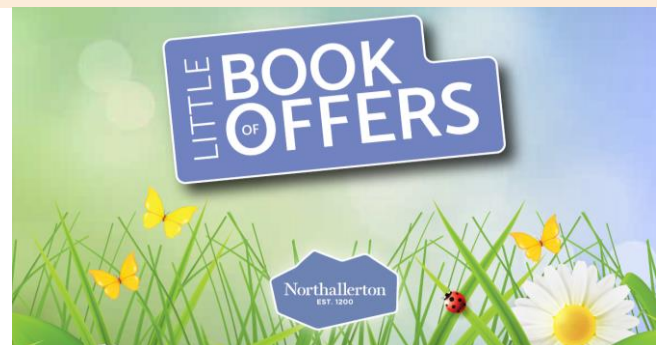
WORKSHOP 2 - PERSONAL TAX & MAKING TAX DIGITAL

They say the only things we can be certain of is death and taxes and this workshop led by local Tax Expert Colin Hutson will provide you with the skills to ensure you know about personal taxation and making tax digital.

DATES FOR THE DIARY

Mar 8th - Northallerton Means Business-Support
 Apr 1st – Northallerton Classic Car Sunday
 May 5th – Tour de Yorkshire (Boroughbridge Rd, South Parade and Thirsk Road all affected)
 May 16th – Northallerton BID AGM
 June 10th – Homefront 1940's Sunday
 June 24th – Homegrown Food Festival
 July 8th – Northallerton Carnival
 July 21-28th – Northallerton Dog Week
 July 29th – Soapbox Challenge Race
 Aug 18th - Battle of the Standard 880 Event
 Aug 2018 – Northallerton Arts Month
www.lovenorthallerton.com/whats-on

25 OFFERS IN THE NEW BOOK



Our second edition hits the streets on March 8th and this time there is over **25 great money saving offers** designed to bring new customers to participating businesses. Crew Clothing are offering 20% off, Barkers offer a free tea/coffee, Hays Travel offer free airport parking, the Stumble Inn offer £5 off bottles of wine & Saks offer half price beauty treatments. (Ts&Cs apply). Pick up your copy on the High St or on the web www.lovenorthallerton.com/littlebookoffers

CAPTURING NICHE MARKETS

Real Ale Trail

Listed from South to North

Northallerton
EST. 1200

- Durham Ox**
57 High St, DL7 8JX
T: 01609 780836
- Tickle Toby Inn**
180 High St,
Northallerton DL7 8JZ
T: 01609 778760
- Sportsmans Club**
7 Westgarth, DL7 8LZ
T: 01609 778777
- Golden Lion**
114 High St, DL7 8PP
T: 01609 777411
- Black Bull**
101 High St, DL7 8PP
T: 01609 771960
- Stumble Inn**
4 Garthway Arcade,
DL7 8NS
T: 01609 716774
- The Tithe**
2 Friarage St, DL6 1DP
T: 01609 778482
- The Standard**
24 High St, DL7 8EE
T: 01609 772719

KEY

- Dog Friendly
- Live Music
- Food Available

Our real ale trail launches this month with eight participating pubs on the High Street taking part. Why not try it yourself or with friends? You can pick up the trail card in participating venues or at the BID office.

Get 6 out of 8 stamps for a **free pint token** from the BID and if you get all 8, you get the chance to win a fun night out in Northallerton for you and a friend!
www.lovenorthallerton.com/aletrail

2018-19 BILLING CYCLE

We can't believe it's almost been a year since the BID came into force in April 2017! The 2018-19 bills are almost ready for dispatch ready for next year's accounts.

If you have any questions about your levy, don't hesitate to get in touch using the details below. Not sure why you should be charged? **Find out about your BID benefits** and make sure you're getting the most of out of the BID for you, your business and employees;
<http://www.lovenorthallerton.com/about-information>

2018 FESTIVAL PROGRAMME

Now the BID is approaching its second year we are now delivering on our promises to boost footfall in the town with a year of events on the High St. The first on **Sunday April 1st** will be **Classic Car Sunday** www.lovenorthallerton.com/whats-on which sees over 100 classic cars and motorbikes gathered on the High St (closed to traffic for the day) for enthusiasts plus a superb Auto Jumble market. A must for petrol-heads everywhere.



On **Sunday June 10th**, the High Street will host a revival of the popular 1940s event, now named **Northallerton Homefront**, which will gather wartime military vehicles, 1940s music, dancing, street-food & entertainment on the High St. From **July 21st - 28th** Northallerton will go barking mad for the **2nd annual Dog Week**. Where canines will sniff out doggy cafe menus, enjoy canine inspired art & participate in lots of activities to raise funds for animal charities. On **Sunday July 29th**, the **High Street will be transformed into a race course for Soapbox Challenge Race Day**. Expect thrills & spills as teams compete against each other, whilst visitors enjoy food, drinks & entertainment, Find out more or register as a team here www.northallertonsoapboxchallenge.co.uk

In **August**, Northallerton will celebrate its **first annual Arts month**, with installations of public art all over the town culminating in an Arts market on the High St on **Sunday August 26th**.

All this plus the usual town events such as the Homegrown Food Festival, Carnival plus the 880th anniversary of the Battle of the Standard and you must agree, Northallerton has a lot more going on this year than ever before, thanks to the BID and its partners.

ROTARY YOUNG TALENT



Do you employ a young person who is eligible for the **Rotary Youth Leadership Awards**? Eligible candidates must be over 16yrs of age and under 18 in July/August when the next residential leadership development courses are undertaken at Hebden Bridge. Rotary covers the cost of the course & provides transport each way. Both Northallerton Rotary clubs currently sponsor an applicant each and the clubs conduct interviews to assess suitable candidates. It's a fantastic opportunity for a young person. Interested? Contact us using the details below and we will get you in touch with the clubs.

ART ON THE HOARDINGS



Travel down East Road and you will see the results of a collaboration between Wykeland Developments, Joe Cornish Gallery, Paul Burrige and the BID as those boring white hoardings around the Prison Redevelopment site have been transformed into a gallery of images taken in the 1960s of legends such as Jimi Hendrix, Sandy Shaw, Adam Faith & the Beatles. The images, discovered by local photographer Paul Burrige in an attic where they had languished for decades were donated by the artist to adorn the site. We hope the people of Northallerton enjoy them. Watch this space as August will see a number of public art projects come to life in Northallerton, helping to make the town more beautiful & **attractive to visitors**.

EMAIL JULIA@LOVENORTHALLERTON.COM

CALL 07393 445613

FESTIVE PLANNING

It might seem a bit early to start festive thinking but in the BID office, plans for the forthcoming Christmas season are already underway. We are considering hosting our own **Northallerton Pole - Santa's Grotto** right here in the High St, utilising one of the empty shops. If approved, from November 17th the public will be able to book to see Father Christmas & his elves in our own North(allerton) Pole. The Grotto is planned to open every Saturday & Sunday until the 23rd December + potentially one late night a week if a consensus of shops decides to open late in the Christmas period.

Are you planning on opening late over Christmas? Answer our Christmas survey, it's just 5 questions to help us gauge interest in these festive plans <https://www.surveymonkey.co.uk/r/festive2018> Enter for a chance to win a box of Yorkshire Tea.

DRIVE CARD



Save ££££ on your business fuel costs with *Drivecard*. *Drivecard* are offering Northallerton BID members a discounted rate on their special fuel purchasing cards. Cards cost just £12 and are embossed with Company name & Drivers Name or Vehicle Registration. Users can restrict purchases and all cards are PIN protected. You save an average of 8-9p per litre off standard fuel prices and all our local stations are covered. To make accounting easier you get weekly VAT compliant invoices and free online account management. To keep you safe there's a host of security features and there's no minimum usage, no transaction fees and no contract either. Interested? Pop along to our event on March 8th and find out how you can **save money on your fuel costs** or contact Julia at the BID for more details.

WW1 CENTENARY CONCERT



On Saturday 12th May at 7.30pm The Forum is hosting the North Yorkshire Chorus concert, an evening of music & commemoration to acknowledge the centenary of the end of World War 1. Featuring Howard Goodall, 'Eternal Light: A Requiem'; Bach, 'Cantata No. 51'; Trevor Wilson Matins, - local teacher, musician and composer and soloists, Rachel Little (soprano) & John Dunford (tenor/baritone). Tickets are £14 from the box office (01609 776230) or via the Forum website.

TOUR DE YORKSHIRE



On May 5th, the Tour de Yorkshire will travel through Romanby & Northallerton, along Boroughbridge Road, South Parade & Thirsk Road. Northallerton BID is working together with local stakeholders providing content for ITV presenters & land art for aerial cameras. Planning to do anything special for the race? Let us know? Find out more letour.yorkshire.com

MOTHER'S DAY 11/03/18



Don't forget Mum on Sunday 11th March, your local High St is packed with gift options to show her you care, like these cute candle gifts from Sophie's Gifts on Market Row pictured above. Why not treat your special lady to the special Mother's Day lunch at Barkers or a celebratory Afternoon Tea at Betty's Tea Rooms on the High St?

WELCOME NEW MEMBERS!



Welcome new members Cowley Cycles from Zetland St and Classic Touch from Market Row who joined the BID in February!

THE CLASSIC TOUCH