

# Northallerton,

Yorkshire's best kept secret.

Quality shopping, festivals, food & drink; all on one High Street



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## SEPTEMBER BUSINESS NEWS FROM THE COUNTY TOWN



### SUMMER SAVINGS

With twenty offers from Northallerton High Street businesses, **saving hundreds of pounds** on goods and professional services, the latest BID offers book has been hailed an early success, with just over a month to go before the offers expire.

**Support local business** by going to the BID website [lovenorthallerton.com/littlebookoffers](http://lovenorthallerton.com/littlebookoffers) to use/share offers such as £20 off highlights at Scyzory Hair Salon, free airport parking with Hays Travel, £5 off when you spend £50 on paint at Fired Earth, 10% off total food bill at My Asia plus many more including free gifts with purchases from Barkers, Grovers and Maxwells (terms and conditions apply). Users say it helps them get more out of their High St shopping and average redemption rates on offers are around £14 each.

Our next offers book will be published in time for ramp up to the Festive season in October, the **deadline for offers is 16th September**, it's free for BID members to advertise so what are you waiting for? Send your offer in now and secure your spot in our special Little Book of Christmas Offers due out mid-October.

### GREAT BRITISH HIGH ST

Northallerton is being assessed as a "Champion High Street" in a national search to find the best British high streets.

The county town will compete with 100s of other towns for a chance to win the up to £10,000 for their town & to win overall High Street of the Year.

Please take to social media to support us - simply add Northallerton #myhighstreet to your post on Twitter, Instagram and/or Facebook.

Twenty-six high streets will be shortlisted in early September with final judging taking place in October. The overall winner will be announced on 14 November 2018. Find out more on <https://thegreatbritishhighstreet.co.uk/>



### 35 YEARS OF FIRED EARTH

Fired Earth in Northallerton are having an open day on Saturday 22<sup>nd</sup> September to celebrate their new showroom refurbishment and 35<sup>th</sup> Year of trading. Prosecco & cake will be available to raise money for Macmillan so please pop in and if you're tempted, please don't forget Fired Earth have a money off voucher in our Summer Offer Book.

— est. 1983 —

# FIRED EARTH

OXFORDSHIRE • ENGLAND

## EMMERDALE HELPS FRIARAGE



The annual cricket match between the stars of ITV soap Emmerdale and a North Yorkshire village team has raised cash for Northallerton's Friarage Hospital.

The match, on Sunday, August 12 in Crakehall, near Bedale, saw cast members including Chris Chittell, who plays Eric Pollard; Liam Fox, who plays Dan Spencer; and Joe-Warren Plant, who plays Jacob Gallagher get involved to raise funds for the Friends of The Friarage.

The match supports a different charity each year, often raising thousands of pounds.

There were other attractions and stalls, including the Theakston Lightfoot Beer Tent, of which all money taken went to the Friends of the Friarage.

The Friends group who joined Northallerton BID as a member in August, recently raised money for a £153,000 Heidelberg machine, an eye scanner which help diagnose conditions such as age-related macular degeneration and diabetic eye problems at the earliest stage possible. Find out more, how to join/volunteer for Friends of Friarage on our website.

## DISABILITY CONFIDENT

The Disability Confident scheme is designed to help employers improve how they recruit, retain and develop disabled employees. To sign up to the scheme or find out more about how it can help you and your business go to <https://disabilityconfident.campaign.gov.uk/> or pop along to a lunchtime networking session with Rishi Sunak and Northallerton BID on the 16<sup>th</sup> November.

## L&C HAVE GREAT TASTE

Three of the Lewis and Cooper's own-brand products - Ginger Jam, Sweet Red Pepper Relish and Roast Ham - have been picked out by the judges of the Fine Foods 2018 Great Taste awards for their outstanding taste, quality and flavour.

The Great Taste awards are the Oscars of the food world and the epicure-an equivalent of the Booker Prize. More than 500 judges come together at 65 judging days from March to early July to assess hundreds of products from all over the UK.

Lewis & Cooper Retail Director David Pears said: "We're immensely honoured to be winners again at the Great Taste Awards. This is a very prestigious endorsement for the high standards we set with all our products."



## SOME CHANGE FOR PARKING

The BID's parking report is out now, and you can read and download it on our website, the public really support its findings with hundreds already signing our petition asking North Yorkshire County Council to change Northallerton to one-hour free parking on the High Street.

Join us and support our call for One Hour Free!

[www.change.org/p/north-yorkshire-county-council-one-hour-s-free-parking-in-northallerton](http://www.change.org/p/north-yorkshire-county-council-one-hour-s-free-parking-in-northallerton)



## NORTHALLERTON ARTS FAIR

Rain and wind failed to dampen spirits at Northallerton's Arts & Antiques Fair on August Bank Holiday Sunday.

More than 30 stall-holders from all over the North of England showcased their talents with beautiful paintings, bespoke hand-made jewellery and delicately-crafted glassware. There was also a fascinating range of antiques on show for visitors to the High Street.



First prize in the art competition went to Malcolm Barker, a farmer from Scruton, who was presented with a silver cup by the Mayor of Northallerton, Councillor John Forrest. (pictured above). A talented artist, Mr Barker won with an oil painting of Pen Hill, near Leyburn.

"I'm absolutely thrilled because this is the first time I have entered a competition like this," he said.

The Arts and Antiques Fair rounded off a highly successful year of town-centre events organised by Northallerton BID, who also laid on the Home Front Wartime Weekend and the Classic Car Show.

"These events have attracted many thousands of visitors to Northallerton and we will certainly be repeating them next year," said BID manager Julia Robinson.

All our events are listed on our website [www.lovenorthallerton.com](http://www.lovenorthallerton.com) please let us know if you have an event you would like us to share and promote?

## NEED NEW TALENT?

In partnership with the Job Centre and local employers, the BID is running its first Northallerton Jobs Fair at the Town Hall on the 24<sup>th</sup> October from 10am, please get in touch if you would like to exhibit or if you would like a job vacancy advertised by the BID on their stand. Email [julia@lovenorthallerton.com](mailto:julia@lovenorthallerton.com) for more details or to secure your place.

## DATES FOR THE DIARY

Sep 15<sup>th</sup> - Rountons Coffee Tasting at Steamer  
 Sep 22<sup>nd</sup> - pippaTEAS Tasting at Steamer Cookshop  
 Oct 24<sup>th</sup> – Jobs Fair at the Town Hall from 10am  
 Oct 26<sup>th</sup> – Halloween Disco at the Forum  
 Oct 31<sup>st</sup> – Halloween Family Party at Station Hotel  
 Nov 5<sup>th</sup> - Northallerton Bonfire on the Applegarth  
 Dec 2<sup>nd</sup> – Santa's Street Party, High St 12-5pm –  
**FREE FAMILY FRIENDLY CHRISTMAS EVENT**  
 Dec 4<sup>th</sup> – HDC Budget Consultation, HDC Offices.

## HOW MANY SHOPPING DAYS?

It may still be warm outside but planning for the festive season is now in swing and we invite all our members to send their festive offers, opening times, special menus and gift ideas to [julia@lovenorthallerton.com](mailto:julia@lovenorthallerton.com) for this year's big Northallerton Pole – festive marketing campaign with Welcome to Yorkshire & the Northern Echo.

## PRISON WALLS BUILT TO SCALE?



The long-awaited final plans for the Northallerton Prison site are available on Hambleton District Council's planning portal for locals to view and comment

## WHAT DO YOU THINK?

The WDYT (What do you think?) campaign helps retailers, towns, and cities to collaboratively improve their digital influence, to increase footfall and sales.

The platform enables retailers to increase their digital influence by sharing new products, events, and news daily on social media using the #WDYT hashtag, which amplifies their posts to thousands of shoppers. The voice of the customer is harnessed and turned into an asset for the place or business.

Deloitte research shows that today, **37% of all on and offline retail sales are influenced by digital and this number is projected to accelerate to over 50% by 2020.** Despite this, to 74% of retailers have no social media presence and around 40% do not even have a website. Shoppers increasingly start their journey online so it's imperative that retail businesses become more proactive on social media.

Retailers that engage in the #WDYT campaign have seen a rapid and significant increase in digital influence and output. Find out more about how you can engage with #WDYT here [blog.localdatacompany.com/how-digital-activity-turns-online-conversations-into-offline-sales](http://blog.localdatacompany.com/how-digital-activity-turns-online-conversations-into-offline-sales)

## BARKERS ARE HIRING

Work for Barker's iconic department store and be part of Northallerton's retail heritage, see all vacancies online at, <http://www.barkers.co.uk/Vacancies>

## WW1 SOLDIER TRAIL

As part of a project to mark the centenary of the end of the first World War the BID is taking part in a large market town trail. 100 soldiers – one for every year – will be placed in groups of 20 in businesses across the Hambleton's five market towns and they will be decorated by local groups of children and young people. Each design will incorporate a letter and local people will be set the challenge of finding the 20 letters in each town and unscrambling the anagram they create. They can then submit their entry into a prize draw. The soldiers are only A4 size so don't require much space and are great opportunity to encourage more people to visit the host business. Interested? Contact [julia@lovenorthallerton](mailto:julia@lovenorthallerton) for details.

## LITTER HEROINE

A litter picking champion is on a mission to clean up Northallerton and is keen for people to join her.

This summer, Claire Hampson, became one of the 100 Keep Britain Tidy #LitterHeroes Ambassadors.



Their remit is to work with their communities to keep areas litter-free and Ms. Hampson has hit the ground running by forming 'The Wombles of Hambleton' who have carried out two litter picks in July & one in August which saw 18-people collect 19 sacks of litter in just 90 mins. The Costa cafe in Tesco sponsored the group's hard-earned half time refreshments. Ms. Hampson said: "Picks are hopefully going to take place on the last Sunday of each month in/around Northallerton.

Ms. Hampson is keen to engage more groups, specifically youngsters, and the next pick is scheduled for Sept 30. To get involved, join Wombles of Hambleton on Facebook. If you'd like to sponsor a pick, please contact us for details of how you can support this vital community project.

## World War 1 Soldier Trail



PLEASE SEND US YOUR NEWS AND EVENTS FOR THE NEXT ISSUE?

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

CALL 07393 445613