



Nottingham Leisure Partnership

Summer Action Update Newsletter

August 2008



Nottingham Leisure Partnership Ltd
City Licensees in business together

Welcome to your Summer Action Update. We have been very busy over the past few months, working hard to make sure that Nottingham Leisure Partnership is working for you. We hope you enjoy this newsletter, more importantly, you should find it useful. There are many communication tools open to you including Website, Email, phone and text. Please get in touch with us and let us know your thoughts – **Have Your Say!!!**

www.gotonottingham.co.uk • email: info@nottinghambid.co.uk • tel: 0115 958 5287 • text: 07501 727273



“Looking forward to the start of a new adventure!”

David Lucas (Chair), Jim Anderson (Board Member) and Pat Parkes (Exec Team), seized the opportunity to chat with Paul Smith at the re-opening of The Bell Inn, telling him about the work which the city licensees are planning over the next 5 years.

“Nottingham has an excellent range of venues, which have suffered over the last few years due to the mainly undeserved negative media stories,” said Sir Paul. “It’s great that the licensees are working together to give visitors a great experience. This City has some of the best restaurants outside of the capital and it’s time to put it back on the map”. We will be keeping Sir Paul advised on our progress.

Nottingham Summer Nights!

Have you seen and heard our Summer Ad Campaign? The campaign is running for six weeks up to the end of August on Bus sides and on Trent FM. By the time it is over, the ad will have been played 180 times (6 times a day) to an audience of nearly Half a Million People. The bus side ad will have been seen by 238,000 people. The Events and P.R. Group worked tirelessly on this project that is aimed at the wider Nottingham audience with a view to getting them into the city to enjoy “Nottingham Summer Nights” and to showcase what the City has to offer. The total spend for this project was £25,000 and as a result, we have generated 209 hits to our new and improved website in the first two weeks.

Visit www.gotonottingham.co.uk.



BBC RADIO NOTTINGHAM

Following the success of last year’s Big Night Out, we have once again supported BBC Radio Nottingham by providing On-Street Entertainment which cost us £5,000. By adding this element to The Big Night Out, we helped to keep more people in the city for longer - spending more!

Extra Extra! **BBC**

Got a Great News Story? We have been meeting with various media partners over the past few weeks. The BBC said they would love to hear from the licencees if they have an interesting news story for them. Just email: emt@bbc.co.uk with your news story and they just might run it!



Action Group Update

Events & PR Group	Status	Safety Group	Status
City Pulse	✓	Grow Relationships with Police, CDP & Council	✓
Notts Restaurant Awards	✓	Xmas & Valentines Taxi Marshalls	✓
Big Night Out	✓	Provide recording facilities to city traffic cameras	✓
Summer Ad Campaign	✓		
Street Entertainers / Guides	Ongoing	Develop CCTV locator card for all licensees	Ongoing
Hockley Hustle		Commision a city evening environment report	
Christmas Ad Campaign			
Food Guide			
City Map			
World Cup Cricket 2009			
Access Group	Status	Business Services	Status
Secure funding & implement Taxi Marshalls on permanent basis	Ongoing	Improve Communication to members via newsletter and website	Ongoing
Investigate Car Park Standards & Practices		Provide business grants to small value businesses (Subject to Conditions)	
Research "Text-a-Taxi" point		Attract more funding via voluntary members	
Emergency Taxi Service		Develop website to be main site for visitors to give feedback on city visits	

Subsidised Training

Training provided by Experience Nottinghamshire
All Courses £20 £15 (Part funded by N.L.P.)

If you are interested in attending any of these 1 day courses, please contact us on

**Tel: 0115 - 958 5287 or
info@nottinghambid.co.uk**

Smarter Marketing

Guidance on key areas of marketing for small businesses, including e-marketing.

Think Family

Get tips and ideas on how to make your business more attractive to families and network with other businesses across Nottinghamshire and Derbyshire.

Providing an Accessible Visitor Experience

Get tips and ideas on how to make your business more accessible to visitors with disabilities and network with other businesses across Nottinghamshire.

Green Advantage

Learn how to make your businesses greener and more sustainable, saving money and attracting new markets.

Focus on Food for Profit

Designed for businesses serving food including restaurants, cafes, attractions with restaurants and hotels, this gives guidance on designing menus, managing stock levels and running a more profitable business.

ST JAMES'S ST Clean-Up

On Sunday May 18th, 2008, over 20 members of St. James' Street business community with Nottingham City Council Cleansing Team and Nottingham Leisure Partnership donned their cleaning gear and hit the street! Between 8.00am and 2.00pm, the street was hosed, sprayed, dusted, painted, swept, polished, scrubbed, wiped, mopped and tidied. We would like to congratulate all involved for their tremendous work on the day. Who's next? If you would like us to organise a deep clean of your area – please drop us a line info@nottinghambid.co.uk



GRANTS

The Business Services Group has decided to make some Grant Funding available to small licensed businesses within the B.I.D. area. The funds will be granted by the Business Services Group subject to conditions.

For more details, please contact us on info@nottinghambid.co.uk

This Newsletter is funded by the British Beer & Pub Association

