

Nottingham Leisure Partnership

Action Update Newsletter

January 2009



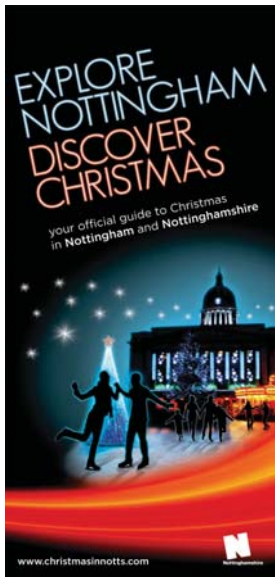
Nottingham Leisure Partnership Ltd
City Licensees in business together

CHRISTMAS FOOTFALL FIGURES

We hope you had a good December and are not finding January too tough! The "Discover Christmas" Campaign which we created with Experience Nottingham, The City Council and The Retailers was seen as a great success. Footfall figures released by the City Council in the run up to Christmas showed an increase of 22% in the two week period up to Christmas. Overall it is reported that the City was 13% above the 2006 records.

Can you let us have an indication if your sales followed this increase?

To help us measure how The City's Licensed Businesses are trading we are looking for 15-20 venues to take part in a monthly survey. The survey will involve very little effort on your part but it will help show how the City is performing. This process will help us to determine what is working and, just as importantly, what is not. This information will be processed and reported to all of our businesses which will provide a barometer of how the City's leisure sector is performing. We guarantee strict confidentiality and figures will only be attributed to sector - not individual businesses. If you wish to take part in this initiative, please email us at info@nottinghambid.co.uk.



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

First Wednesday will continue in 2009.

"We had 12 customers for January's First Wednesday - many thanks, will be up for it again - everybody said that they got great value for money"

Julian Benton, Owner – Benton's Brassiere in Hockley

"A positive initiative which should drive further foot-fall into the city centre"

Gary Thompson, Managing Director - Tonic, Chapel Bar

It has to be good for Notts and us to see so many new people enjoying a night out in the city. We have been very busy - definitely worth making an offer to entice people to come out.

Raz Razak, Owner – The Curry Lounge on Upper Parliament Street

These are just three comments received for the First Wednesday Festival which was started in October last year.

What's it about

- On the First Wednesday of Every Month, Licensees provide great Food and Beverage Offers
- The B.I.D. provides Street Entertainment
- Strong Marketing Campaign to attract customers
- Targeting people who work in the City
- Showcase City to encourage more visits

How do I get involved?

- Email an offer to info@nottinghambid.co.uk or call 0115 9585287
- Tell your staff about it
- We will send you a sticker and a poster for display

www.gotonottingham.co.uk



THE MARSHALS ARE BACK!

A much needed and welcomed service by all has returned to the City. The Taxi Marshalls started again in December and will be appearing on every Friday and Saturday Night at various points around the city. There are three Marshalls, each accompanied by a Community Protection Officer, to provide a friendly face at the end of a great night out and make sure that Taxi Ranks remain orderly. The project is jointly funded by Nottingham Leisure Partnership and The City Council and we are sure your customers will value their presence.

A.G.M. Tuesday 17th February 2.30pm Our Annual General Meeting will take place in The Coral Suite, Days Hotel, Wollaton Street, NG1 5FW. Attendance is open to all levy payers but in order to vote, you must fill in the company application form enclosed and return it to us or bring it to us on the day.

FIRST BUSINESS GRANT AWARDED TO NOTTINGHAM ARTS THEATRE



Providing small business grants to assist towards the cost of improvements to business frontages is an important part of what we are trying to achieve. In 2008, we approved a grant to Nottingham Arts Theatre to help them fund their Facelift.

"We were grateful to Nottingham Leisure Partnership for their grant to help us revamp the façade of Nottingham Arts Theatre and pleased that the application process was so straight forward. The work has helped to raise the profile of the theatre and this landmark building on George Street and the colour scheme and new signage has impressed many.

Cambell Kay, Chairman, Nottingham Arts Theatre

If your rateable value is under £15,000 and you would like to apply for a grant to make improvements to your shop front, please contact us on 0115 958 5287 or info@nottinghambid.co.uk.

HOCKLEY HUSTLE

Hockley Hustle held in October 2007 and supported by NLP attracted over 2300 people to Hockley for a music event raising £15,000 for Oxfam and NSPCC. We are hoping to support its growth next year and would like to thank everyone who helped.

FUNDING

We pledged to you that we would make your money grow and we have been putting together a series of projects and events to raise more money. We have secured joint funding for the Taxi Marshal Scheme from the City Council Licensing Section and have been awarded £40,000 from the Greater Nottingham Partnership to extend this year's Light Night Festival into a two day event. Nottingham is one of only 6 Cities in the UK which holds the event and the City Council event last year attracted 42,000 people to the city centre. This year's event will see many more attractions and have the benefit of a regional and national radio campaign. We are also awaiting the outcome of another funding application to bring a Food Festival to the City to showcase the City's food outlets. We will keep you informed of progress.

AN EYE SORE NO LONGER!

Many of you will have noticed the boarded up building on Carlton Street which was formerly Dim-T and Sonny's. We felt it important to improve the look of this key building in Hockley so a local artist was commissioned to create a piece of art Hockley and the City can be proud of. The work was featured in the Nottingham Evening Post and has now won an award from the Civic Society

It is important, particularly over the coming months that we repeat this type of work – we don't want your trade to suffer as a result of vacant properties that are letting your area down.



Fam. Trip 30/31 January!

We are supporting a project which will bring 150 booking agents to the City Centre for a weekend visit at the end of January 2009 known as a Familiarisation or "Fam" Trip. The event, spearheaded by Claudia Cole of Rutland Square Hotel, will showcase the City in terms of the Corporate and Leisure offer. This project will cover booking agencies up and down the country and will lead to more business and leisure trips to Nottingham.

Nottingham Leisure Partnership has been involved in the planning of this trip and we will be involved in the welcoming committee in addition to providing on street entertainment to create a great atmosphere. We are sure you will make them feel most welcome and we look forward to the future benefits that this project will bring to the City.

DATES FOR YOUR DIARY

- Feb. 4th** - First Wednesday
- Feb. 12th & 13th** - Light Night Festival
- Feb 17th** - 2.30pm A.G.M. Days Hotel
- Mar. 4th** - First Wednesday
- Apr. 1st** - First Wednesday
- Apr. 21st** - Pubwatch - 2pm The Broadway Cinema
- May 6th** - First Wednesday
- May 23rd-25th** - City Pulse
- June 1st-21st** - ICC World Twenty20

CHECK OUT THE NEW WEBSITE gotonottingham.co.uk

Our new visitor website is nearly finished. It holds information on what the city has to offer including First Wednesday offers, transport links, a feedback area and details of your venue.

The site received 7302 new visitors in its first six month of operation and we are working hard to make this the number one site for visitors to Nottingham.

FREE MEETING ROOM

If you require some meeting space for up to 12 people, we are making our meeting room in Wollaton Street available to you. The room comes fully equipped with furniture and A.V. Equipment and is available for one full day per business. This service is provided to you free of charge by Nottingham Leisure Partnership and is subject to terms and conditions. To make an enquiry, please phone us on 0115 9585287.



If you would like to discuss any aspect of the B.I.D. or get involved please call us on 0115 958 5287 or email info@nottinghambid.co.uk