

Latest announcements...

BID Manager

We are delighted to announce the appointment of our new **BID Manager Jean Ball**, who will be starting in early June. Jean will be joining the BID to manage the successful delivery of the 5 year Business Plan, supervising contracts and services and overseeing the work of the three working groups.

Jean brings with her a wealth of similar work related experience, and will be a great asset to the Company. She is looking forward to meeting and working with you as stakeholders and levy payers, and ensuring the BID maximises its opportunities for success.



To the Boardroom

The Company will be holding its first Extraordinary General Meeting in early September.

This will be your first chance to have a say in the way the company is governed. There are a total of 14 places on the BID Board, and nominations will be sought from various representatives in retail, shopping centre management, financial services, professional services, property and estates, transport providers and the Local Authority.

You will receive the EGM and Election Notice at least 28 days before the date of the AGM. This will tell you who is eligible to vote and the candidates offering to serve on the board.

After the EGM the newly appointed Board Directors will be ready to fulfil their important role in directing the BID, delivering the Business Plan and ensuring staff are accountable to the BIDs Levy Payers.

And Finally...

We have three working groups focusing on:

- Marketing + Events
- Environment + Support
- Access + Parking

They have been busy recruiting interested and willing individuals to work on developing the specific projects within the Business Plan.

If you are keen to get involved in any of the working groups or other aspects of the BID then please contact the BID Office – details to the right.

We Are Nottingham
Office Suite
Days Hotel
Wollaton Street
Nottingham NG1 5FW
Tel: 0115 988 1441
Mobile: 07986 549 352
e-mail: info@wearenottingham.co.uk

We are... nottingham retail

Indulge...

...in Nottingham this Easter

We Are Nottingham Retail has just completed its first marketing campaign which reached out to over 460,000 potential customers, to let them know what a great place Nottingham is to spend time and money at Easter.

The "Indulge in Nottingham" campaign was solely funded by the Business Improvement District (BID) and helped Nottingham to achieve **double the national average increase in footfall over Easter***:

- Nottingham +5.93%
- National Average +2.8%

The campaign promotional mix included:

- **Advertising:** 2 full page adverts in the Metro
- **Eshots/Newsletters:** sent out by the Corner House, Exchange Arcade, Experience Nottinghamshire, the Galleries of Justice and Nottingham City Council
- **Intranets:** of some leading local employers: Boots, Experian and QMC
- **PR activity:** in the Nottingham Evening Post
- **We are Nottingham Website:** with special Easter landing page that linked to prize draw and special offers.

If you want to promote your business or special offers in future campaigns please email your details to:
info@wearenottingham.co.uk

* increase in footfall for Good Friday and Easter Saturday 2011 compared to same days 2010.

Coming soon...

bringing benefits to you this summer

Nottingham in Bloom

This Summer, and thanks to support from the city centre's retailers, Nottingham will be putting on an exciting new floral trail.



Eight new wicker sculptures will be located at significant points around the city centre to form an exciting trail showcasing all that is good about Nottingham's stylish shopping offer.

Look out for the launch of the new sculptures and the marketing opportunities that will be available to you. We are keen that you join in on this summer long event.



June

NBAC

Businesses who are already members of Nottingham Businesses Against Crime – NBAC – will enjoy an instant benefit of being part of the BID, as this year their NBAC subscription rates will have halved! We hope that this will make it more of an incentive to join up to NBAC, and in particular make it more affordable to smaller independent businesses.

If you are not yet a member and you would like to find out more about Membership of NBAC then please contact the BID office – details overleaf.

Deep Cleansing

Keeping the city centre cleaner will soon be part of the BID's regular activities. The BID has teamed up with the Council to provide a specialist liveried vehicle that will concentrate on deep cleaning, including chewing gum and graffiti removal, in line with what you voted for the BID to do.

Over the next few weeks the BID team will be identifying "grot spots" so if you have something you think is a very real priority for the team to tackle in its first three months, then contact the BID office – details overleaf.

One of the direct benefits as a levy payer, is that you will also be entitled to have graffiti removed from your premises free of charge, subject to the rules applying to listed buildings.

July

Website

Work on the customer facing side of the website is well underway – and is due to go live soon. Customers will be able to log on to a new home page and find out all about where to go, what's on, special offers, getting here, jobs, news and much more.

The website will give you, as a retailer, direct links to be able to promote your offers, showcase the business and lots more. Look out for the launch date and start to think about what sort of offers and promotional opportunities you can deliver through the web to fulfil your ideas for building business growth.



Aug/Sept

Street Ambassadors

The proposed Street Ambassadors programme has started to take shape. The Environment and Support working group comprised of retail managers and led by Andy Johnson, manager of Primark, recently visited the well established Red Cap scheme on Oxford Street in London on a fact finding mission. Andy says:

“Westminster has a really good scheme, and our visit has been a great benefit – tips on what to do and what not to do are really important and very helpful to us as a fledgling BID. We are excited about this project as our Ambassadors will be a customer and front face of the BID”.

Christmas Marketing

We Are Nottingham Retail is working hard to ensure that Nottingham city centre has a strong Christmas marketing message for 2011 and has pledged £25,000 to the Christmas Campaign.

The working group is currently focused on securing further funding, scoping out the marketing strategy and identifying target markets.

Priorities for the Group so far are :

- Co-ordinating Christmas 2011 opening hours for key retailers across the city
- Making Christmas in Bridlesmith Gate and beyond sparkle brighter than ever in 2011
- Attracting new customers

A meeting is to be arranged in June to brainstorm ideas of how to achieve this, and if you would like to attend please e-mail Katrina on katrina.brownhill@wearenottingham.co.uk

City Centre Key Events

Fine Food Market

17 - 18 June

Armed Forces Weekend (Castle)

25 - 26 June

Food + Drink Festival

29 June - 10 July

Food + Drink Festival Market

30 June - 3 July

Street Racing

9 July

Fine Food Market

15 - 16 July

Nottingham Riviera

23 July - 4 September

Pride

30 July

Riverside Festival (Victoria Embankment)

5 - 7 August

Caribbean Carnival

13 - 14 August

Fine Food Market

19 - 20 August

Heritage Open Days

8 - 11 September

Robin Hood Marathon

11 September

Fine Food Market

16 - 17 September

Goose Fair (Forest)

5 - 9 October

Robin Hood Beer Festival

13 - 15 October

Fine Food Market

21- 22 October

Gamecity

25 - 29 October

Robin Hood Pageant (Castle)

29- 30 October

All events are in the Market Square unless otherwise stated.