

HARROGATE

BUSINESS IMPROVEMENT DISTRICT

AUTUMN 2019 NEWSLETTER

MESSAGE FROM JOHN FOX, CHAIR OF HARROGATE BID LTD



It has been another very busy period since our last newsletter. Our stand at the Great Yorkshire Show, which was part of the Welcome to Yorkshire stand was very well attended. Over 55,000 visitors visited the Welcome to Yorkshire stand over the three days.

The street theatre organised by Harrogate BID, as part of Harrogate Welcomes the World, was very popular with thousands coming out on Friday night to see Saurus. Despite the rain the following day our street theatre attracted large crowds both on the streets of Harrogate and in the Victoria Shopping Centre when it rained.

We have produced our second edition of the Harrogate Review to promote events in Harrogate. I believe this is the best edition yet of the Harrogate Review. We launched the Review on Yorkshire Day and at the same time we launched this year's EAT:DRINK Harrogate Guide to Restaurants, bars and cafes.

We are currently finalising the first book of Harrogate Offers which should be ready for residents and visitors over the next few weeks. If you missed out this time, but want to be in the Christmas edition, please contact us now.

Other projects that are moving forward include the Harrogate Welcomes the World banners, the Harrogate Gift Card, Restaurant and Cocktails month.

John Fox

Chair@harrogatebid.co.uk

Saurus hits the streets of Harrogate

One of the keys to retail success in the digital era is to put the emphasis on experience for consumers. Online clicks can't buy real human interaction.



So it was brilliant to witness the impact our commission of 'Saurus' - the majestic dinosaurs on stilts - had on the town as part of the Harrogate Welcomes the World festivities. It shows how you can draw crowds and create a wow-factor in the high street. Society may be dictated by digital, but we need experiences to create that Instagram-buzz or fabulous Facebook status!

We built on this for Yorkshire Day, commissioning street theatre, supported by Stray FM. They interviewed shop owners who perhaps aren't always in the spotlight as much as they deserve, including Cook and Isles of Wonder, both of whom reported their best takings after their two minutes of fame, proving that these initiatives work.

We are already planning a much bigger celebration for next year's Yorkshire Day featuring activities in all four quarters.

Enjoy Extravagantly

In November enjoy mocktails to cocktails – come and meet some of Harrogate's mind blowing mixologists!

If you are a Levy Payer and want to participate, please email info@harrogatebid.co.uk for further information.



CHRISTMAS FESTIVITIES

The Harrogate Christmas lights will be turned on by Father Christmas and the Mayor of the Borough of Harrogate on Thursday 14 November 2019 with local talent taking the stage from 4.00pm until 6.00pm when the lights will be switched on. We are planning the 'Big Switch On' on Oxford Street this year.

Harrogate Christmas Market will open on Thursday 14 November until Sunday 17 November 2019 opposite the White Hart Hotel.

Harrogate Christmas Lantern Parade consisting of over 200 children and musicians will be held around the town on Thursday 5 December 2019 after 4.30pm. Harrogate BID are encouraging retailers to stay open late for this event.

Harrogate Christmas Shop Window Competition as featured for the last two years on Channel 5 will be organised again by Harrogate Rotary. Bid Levy Payers can enter for free, but must complete the enclosed form so that we know you want to be included in the judging. Judging will take place on Thursday 28 November 2019.



UCI CHAMPIONSHIPS

Visit Harrogate have created a page of events which visitors to Harrogate can look at daily when they are in Harrogate to see what special events are planned for that day.

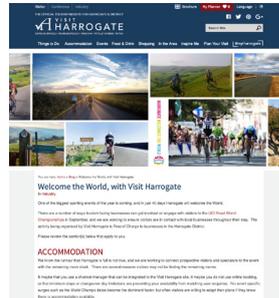
It is free to use! All you have to do is go to visitharrogate.co.uk/hwtw and a simple form appears on the screen. Just fill it in. Visit Harrogate's website is one of the most popular websites used by visitors.

If you have any questions, contact Visit Harrogate on **01423 537306**

Don't miss out, do it today!

Harrogate BID enclose a copy of the Spectators Guide to provide you with more information. If you go to the official website you can get more information on specific roads by the hour, every day - sites.yorkshire.com/uci

Harrogate BID will be handing out booklets of offers from local businesses to residents and visitors. We shall be providing street theatre around the town.



BE PREPARED!

During the last three days of the race, Yorkshire 2019 expect over 250,000 spectators each day. The only public toilets currently planned will be in the Fan Park, which will cater for 50,000 people.

HBC are expecting businesses with public toilets to make them available.



Harrogate in Bloom Window competition

Congratulations to the following businesses who have been shortlisted in the Harrogate in Bloom window competition:

Bijouled, Games Crusade, Yorkshire Soap Company, Helen James, Phoenix Lounge Hair & Beauty Salon, Weetons, Oxfam, Spirit of Harrogate, Glow Advanced Beauty, Toast, Furnish and Fettle.

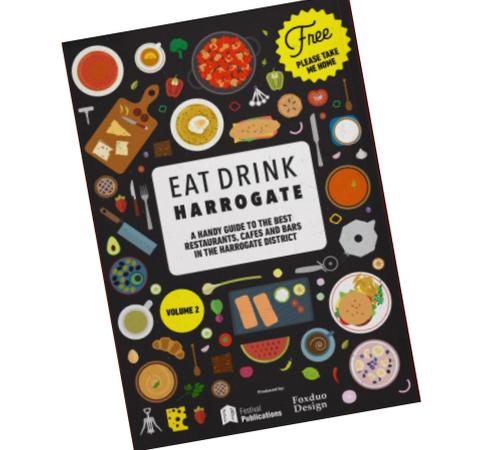
The winners will be announced on Sunday 6 October 2019.



Discover Deliciousness!

October sees the Harrogate launch of Restaurant Month. We are keen to encourage residents and visitors to support the restaurants of Harrogate. We want them to try new restaurants, new offers.

If you are a Levy Payer and want to participate, please email info@harrogatebid.co.uk for further information



EAT:DRINK HARROGATE

We launched the new EAT:DRINK Harrogate Guide on Yorkshire Day. It has been a huge success. If you have not seen a copy yet you can pop along to the Victoria Shopping Centre to our stall in the aisle and collect yours.

Levy Payers took advantage of the generous discounts for full page advertisements.

Reducing YOUR Business Rates

The existing system of rating businesses is complex and difficult for many to understand. The system bears no relation to the financial status of businesses and is often cited as one of the main reasons for businesses closing.

If you visit www.HarrogateBoroughCouncil.gov.uk and enter 'Paying less business rates' there you will find a range of support for businesses, with instructions on how you can apply to reduce your business rates.

If you need advice or help with the various schemes, please contact Harrogate Borough Council by clicking "Contact us" on the Council's website or phoning direct on **01423 500600**.



Harrogate BID CLUB

We launched the BID Club in June to enable businesses in the Harrogate BID area to meet and network with similar businesses in Harrogate to get to know their neighbours better.

The Harrogate BID Board thought it was a great idea, as we wanted to make ourselves available to local businesses, particularly our Levy Payers, throughout the year.

Our July meeting was very well attended. Charlie Dewhirst, Head of Communication for Yorkshire 2019, attended the Club to inform businesses and answer their concerns and questions about the forthcoming UCI World Cycling Championships.

We invite you to the Harrogate BID Club on the following dates:

Thursday 12 September 2019

Thursday 24 October 2019

Thursday 21 November 2019

NO meeting in December 2019

Please note the date of the September meeting is earlier in the month to avoid the UCI event.

All the above meetings will be held in Wagyu Bar & Grill, Parliament Street, Harrogate HG1 2QU from 5.30pm. The meeting will finish by 7.00pm. Wagyu very kindly will give you your first drink FREE. We would like to thank Wagyu for their support.

We do hope you will come along and join us. If you want to receive up to date information on the Harrogate BID Club, please send your contact details to info@harrogatebid.co.uk



SPREAD OUR MESSAGE

Whether we are keen on social media or not, one thing is quite clear, there are many people who use it. We need your help to get the Harrogate message out and ask you to support us by liking, retweeting us wherever you can.

E: info@harrogatebid.co.uk
W: Harrogatebid.co.uk
f /Harrogatebid19

@bidharrogate
Harrogatebid
Harrogatebid19

All correspondence to:
Harrogate BID Ltd
PO Box 836
HARROGATE HG1 9YB



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