

beeston business forum town centre improvement business development
 christmas campaign hanging baskets traffic control public toilets cctv security safety
 information points disabled access mobility promotion marketing

BEESTON BUSINESS FORUM

visual impact renewal street furniture lighting quality shop fronts
 trading hours website promotional events street entertainment independent
 shopping access leisure parking transport network improved links signage

WELCOME TO THE BEESTON BUSINESS FORUM NEWSLETTER

In this edition we hope to inform you of projects running at the moment and lay out our plans for the future.

Since the launch of the business plan and the town guide in July 2003, the group has become an established and focussed group, addressing issues closest to the hearts of businesses and users of Beeston Town centre.

We pride ourselves as being a group that gets things done, as well as discussing issues, and as you'll see from this update, we're setting ourselves some ambitious goals for the coming year.

Interest and involvement in the group from local businesses is key to the success of the forum in achieving its aims of making Beeston a safer, more attractive and vibrant town centre. So if you are involved with a business in the town centre, and any of the issues raised in this newsletter interests you, please come along to one of our meetings to find out more, and have your input.

HOW TO GET INVOLVED

Our meetings are open to anyone with an involvement in Beeston town centre businesses. They are monthly, and fall on the first Tuesday of each month, at 5.45pm

The venue alters on a regular basis, so if you intend to come along to one of our meetings, then please make sure you get in touch before hand. You will be added to the mailing list, and in future will receive agendas and information on the group's activities.

NEW PROJECTS

BANNERS:

Look out for the installation of new, locally themed lamppost banners throughout Beeston this summer. They will be installed along the main gateway routes into the town to add some colour, and enhance the image of the town centre area of Beeston.

The Banners will be made up of images created by local school children from the John Clifford Primary School, who were asked to collectively illustrate their impressions of the town centre, with the help of a resident artist. The renewal of the banners will hopefully be an annual occurrence, with next years content still open for discussion, but with a positive and local theme.

KEY BUILDING ILLUMINATION

This year we're hoping to shed some light on some of Beestons most prominent buildings. A new grant scheme has been designed to offer grant aid towards the illumination of the towns most interesting and significant buildings and features. The overall aim of the scheme is to highlight buildings of heritage or architectural interest, as well as to enhance

the appearance of the town by night.

With the help of the Beeston Civic Society, a list of the most architecturally and historically significant buildings within Beeston town centre has been compiled, and the owners of these properties approached with details of the scheme. We'll keep you posted on how the scheme progresses...

NEW CHRISTMAS CAMPAIGN

Following on from last years valiant first attempt at a Christmas campaign, we are again starting preparations early for a 2004 Christmas extravaganza.

We will be building on the successes experienced last year, with the return of old favourites like the best-dressed window competition and a Christmas French Market. We'll also be looking at other new and innovative projects, all aimed at getting Beestons traders into the festive spirit, and ultimately attracting as many Christmas shoppers into Beeston as possible.

CHRISTMAS LIGHTS

A priority identified last year by members of the business forum was to improve the Christmas lights within the town centre. We are finalising a scheme where Beeston businesses have the opportunity to sponsor the illumination of a tree along the high road. The scheme will be presented to businesses over the coming months, and offers retailers within the town the opportunity to really make their presence felt, and do something to give the town a visual boost.

ACTION PLAN 2004/05

On the page you will find the newly launched business plan for the Business Forum for the coming year. Read on to find out what else we aim to achieve with the involvement of local businesses...



This years Business Plan establishes an agreed programme of measures to improve Beeston town centre in a number of ways as well as assisting its businesses. The actions will be implemented through partnership working between local businesses, Broxtowe Borough Council, and Nottinghamshire County Council.

Many of the issues contained in the plan were put forward by existing members of the group, with the remainder being brought in from other areas where a similar approach to managing the town centre has been tried and tested.

If you are interested in any of the actions, and would like to get involved contact

BEESTON BUSINESS FORUM

A partnership between local businesses, Broxtowe Borough Council & Nottinghamshire County Council, with the support of The Greater Nottingham Partnership

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THEME	ACTIONS
PROMOTION & MARKETING	
Events Programme	<p>Continue to promote an annual events programme aimed at increasing the number of visitors to the town. Events to include:</p> <ul style="list-style-type: none"> • Farmers Markets • Continental Markets <p>Ensure all events are proactively promoted through all available forms of media to as wide an audience as possible.</p> <p>Ensure businesses throughout the whole town benefit from the increased footfall generated by the event, through a series of co-ordinated, themed promotions.</p>
Christmas Campaign	<p>Build on experience gained from 'Countdown to Christmas Campaign 2003' to organise co-ordinated Christmas promotion.</p> <p>Produce and distribute Christmas themed promotional material to promote festive activities within town centre, including:</p> <ul style="list-style-type: none"> • Children's Christmas Competitions • Christmas Market • Best Dressed Window Competition <p>Develop a scheme to enhance/improve the existing range of Christmas lights, including illumination of trees, with the support of local businesses.</p>
Business Forum /Town Centre Web Site	Incorporate Business Forum themed section into Broxtowe Borough Council web site, to promote Beeston Town Centre and the activities of the group.
Town Centre Newsletter	Produce and distribute two newsletters per year including:
	<ul style="list-style-type: none"> • Review of recent activities • Promotion of forthcoming events
Retail Training	<p>Continue to host free seminars using local business support agencies. Subjects to include:</p> <ul style="list-style-type: none"> • Effective Marketing • Business Performance Monitoring • Forthcoming business legislation changes
Information	<p>Maintain information panels at key town centre locations featuring:</p> <ul style="list-style-type: none"> • Town & Shopping Guides • Promotion of Forthcoming events
ENVIRONMENT	
Shop Front Improvements	Provide Grant aid to support the improvement of at least five retail or commercial properties.
Vacant Units	Liase with local property agents & landlords to install displays in windows of long term vacant units.
Environmental Improvements	Business Forum to act as business consultation body for improvement works to be carried out throughout Beeston, specifically entrance to Broadgate Park and surrounding area.
Building Illumination	New grant scheme to be launched to offer grant aid towards the illumination of town centre properties with heritage or architectural significance. Aimed at enhancing the aesthetics of Beeston by night.
CRIME & SAFETY	
Security Grants	Liase closely with the Broxtowe Safer communities team and Notts Police to ensure the promotion of the 'Security for Small Businesses' grant scheme.
Information	Distribute crime reduction and prevention information to town centre businesses throughout the year.
Radio Link	Actively promote the further development of radio link throughout the town centre.
STRATEGIC DEVELOPMENT	
Sub Groups	<p>Move towards the formation of sub-groups to focus on specific issues, including:</p> <ul style="list-style-type: none"> • Overall themes • Specific Projects/Promotions
Business Representation	<p>Ensure membership of forum is representative of all types and size of business in town centre.</p> <ul style="list-style-type: none"> • National chains and independent traders • Variety of retail and commercial businesses