



Join the Horsham Town Centre  
Jack and the Beanstalk Trail  
<https://www.whistlestoparts.org/jack>

# Your Newsletter

Issue 5  
December 2024

Wishing you a Happy Christmas and a Prosperous New Year.

Don't miss out on Your Newsletter, if you have not registered your email with us send an email to [info@yourhorsham.com](mailto:info@yourhorsham.com) and we will add you to our mailing list

IT'S OUR FINAL NEWSLETTER OF 2024 AND WHAT AN END TO THE YEAR!



We (Your Horsham Board) would just like to say a huge thank you to you all for your support, engagement and encouragement in our first 8 months of Your Horsham. We hope that you are starting to see some of the benefits of having a business improvement district in Horsham and that you are seeing how we are working towards spending your BID levy in a way that has a benefit to all.

## Highlights - This month we:

- Celebrate the success of Your Horsham's first two events (with HDC) and Christmas Lights campaign.
- Congratulate all the businesses in Horsham Town Centre who entered the Christmas Display competition this year. A record number of entries!
- Provide you with some high level stats on the impact some of our activities have had this year.
- Remind you of the Jack and the Beanstalk Trail enticing people to explore Horsham. Get your maps from Whirligig Toys, John Lewis, Gobsmack Comics and Horsham Library.
- Celebrate our Christmas £50.00 prize draw winners. Thank you to all those businesses who contributed some wonderful prizes.



With thanks to Toby Phillips Photography



Our Business Plan was set in the summer of 2023 based on input and feedback from many of you. This has driven the progress of Your Horsham since April 2023 and we are now in the process of reviewing and revisiting what we said we would do against our achievements. We hope to bring you an annual summary report early next year. We need YOUR views on YOUR Horsham. We will be issuing a detailed survey in early 2025 to get your feedback and understand what your priorities are for the years ahead. Please take the time to complete the survey so that we are able to shape our priorities and make any improvements to help support you.



# HORSHAM PEAKS

On Saturday 16th November we hosted Your Horsham's first ever joint event with Horsham District Council enabling us to provide an offering that had something for all. Market Square was dressed in an alpine theme with several BID levy payers taking up our offer of a free market stall in Market Square. They did a roaring trade and it really helped raise their profile.

Supported by fabulous entertainment including extracts from Les Miserables from two outstanding singers from Christ's Hospital School and music from local talent who wowed the crowds. This was an opportunity to help promote what a fabulous offer Horsham has and it certainly did that. With a snow machine and skiers, face painting and a photo booth, the photos and feedback speak for themselves!

Your Horsham took to the stage at the end of the evening to thank everyone for joining us but also to remind them that if they want more they must support the businesses of Horsham Town Centre who contributed to making the event such a success.





# CHRISTMAS LAUNCH PARTY



Courtesy Toby Phillips Photography

**"Well done to the Your Horsham team for a beautiful evening, it was a fab night out. Thank you."**  
- C&T Radmall Funeral Service, Horsham

**"On Friday residents and staff from Westlake House Care Home took a trip out...to Horsham....There was live music, street performers, late night shopping and food and drink stalls to enjoy. We really enjoyed being out and about in the hustle and bustle of Horsham with everyone in a festive mood. We had such a wonderful evening..."** - Westlake House Care Home.

**"Best Christmas lights I've seen in Horsham for years"** - member of the public

**"Love what's happening in Horsham at the moment"** - member of the public

**"Last night was an incredible turnout. Thank you so much Your Horsham and all that were a part of the set-up, your hard work in the lead-up and on the night is much valued. Shout out to the shoppers too - thank you for surfing your way through the crowds to get in to see us all."** - Cuckoo

**"We had such a good time yesterday evening to kick off our Christmas celebrations - we were warm and cosy in our beautiful showroom enjoying a tasting of delicious Silent Pool Gin during the Horsham District Council and Your Horsham Christmas Launch Party - a huge thank you to everyone who came."** - Halo Interiors

**"Was a great evening. Well done to all who organised and all the local businesses, trades etc who supported and made the night possible. So many people and a wonderful atmosphere. A big thumbs up."** - Member of the public.

YOU contributed towards 70% of the Christmas Lights funding this year. We have been working throughout the year with our newly appointed contractor, Horsham District Council and Neighbourhood council to ensure that there was something for everyone and that the spread of lights went throughout the town. This was in response to feedback from YOU telling us that there were not enough Christmas lights and that they did not cover enough of the town. We now have lights leading in from the Bishopric through to Park Place and hope that you, your staff and customers enjoy them. We have had many positive comments from business and visitors who all say what a great display Horsham has.

We have made every effort to raise the profile of Horsham and hopefully you will have seen many posts from Your Horsham on Instagram and Facebook reminding people that the businesses of Horsham Town Centre have made significant financial contribution to the Christmas Lights and events.

Christmas Lights are there to make the town feel welcome and inviting and from the feedback we have received, many people agree that they do just that.

**64% of businesses surveyed opened late especially for the late night shopping event**

**70% of those surveyed saw an increase in footfall in their business on the night!**

**Swan Walk had a 26% uplift in footfall on the night!**

**Of the 76 businesses surveyed 86% said that they would open late as part of a similar event next year**



**Over 100 people entered our Spend £50.00 prize draw!**

**Friday 22nd November was a night to remember.** With late night shopping & entertainment throughout the town from the Bishopric and Forum through to Market Square, The Band Stand and Piries Place. The town was bustling with activity, shoppers, market stalls and merrygoers here to enjoy the launch of Christmas in Horsham.

Another joint initiative with HDC, we actively promoted Horsham Town far and wide to attract a wide audience to join in the festivities. Our promotional campaign certainly worked. We had visitors from Derby, Oxford, Lewis, Godstone and Petworth and we are already receiving reports of return customers who had visited Horsham for the first time on the 22nd and loved it so much they've come back!

Town was buzzing and despite some areas we need to work on to make it even better next year, the overall feedback from the public and businesses was that this was a huge success and great to bring back such an extravaganza to the town, something people have missed.

**Become a Your Horsham Member**  
Apply here <https://forms.office.com/e/615mun87Dc>

As a BID levy payer you have the right to apply to be a Member of Horsham BID Ltd. There is no cost to this. You must however have paid your BID levy and be supportive of the BID. Being a member gives you the ability to vote at AGMs, be part of the decision making process and enable you to stand for and vote during Board of Director Elections.

