



Your Newsletter

Issue 1
May 2024

Bringing you news and events plus supporting
fabulous local businesses in Horsham Town Centre



It's been an exciting few weeks with the formal launch of "Your Horsham" on the 27th of March at the Everyman Cinema.

The event was well attended by a broad group of businesses and interested parties, during which they had chance to hear about what a BID is, how it operates and who we are. The morning event was a great way to introduce some of our plans going forward, as well as an opportunity for everyone to network and get to know one another. We would like to extend our thanks to Everyman Horsham who laid on a fantastic event for us and included some awesome goodie bags. For those of you who missed out, keep an eye on the Newsletter, website www.yourhorsham.com and social media <https://www.instagram.com/yourhorsham/> and <https://www.facebook.com/groups/yourhorshambid>

We hope to run another event a bit later in the year, to keep you up to date and give you the opportunity to come and meet the team again.

The BID was voted in at the end of November but formally came into force on April 1st. As such the BID levy will apply from April 1st and we anticipate that you will receive your BID levy statement towards the end of May from our

Free workshops

The BID is looking at ways to support ALL businesses in the town centre. As such we are running heavily discounted First Aid Training delivered by first aid experts Assist First Aid.



Our first session will be on the 21st June. This is a 6 hour Emergency First Aid Training course which meets the necessary requirements for the provision of First Aid at Work, you will receive a certificate upon successful completion of the course. Places are provided on a first come first served basis, initially one person per company. Please use the link here <https://forms.office.com/e/Ma3wLbkQ20> to sign up. If we have sufficient interest, we will book more courses throughout the year. The only cost to you is a £20.00 non- refundable deposit.

In collaboration with HSBC we are looking to run some financial awareness workshops on Financial Fitness and Fraud Awareness, use the same link above to register your interest.

colleagues at Horsham District Council. Remember the BID levy is only collected by the Council, they then transfer the funds to Horsham BID Ltd, the operating company of Your Horsham. It is our responsibility to spend it wisely with the overall aim of encouraging people to spend more time and money in Horsham town centre to help sustain business and keep our town vibrant and alive.

We are keen to spend your funds in the best way possible and we are always looking for ways to do so. We are eager to hear from you and always willing to meet with you to discuss your ideas, thoughts and challenges. If you don't know me yet, please get in touch rachel@yourhorsham.com or 07568 786300.

Your voice

Coming soon... TOWN CENTRE AMBASSADORS

Many of you have told us you want help to promote Horsham and your business. You want people to know you are here, you want your customers and staff to feel safe and welcome when they are here.

We are in the final stages of recruiting town centre ambassadors having undergone a rigorous recruitment and selection process. Our ambassadors are YOUR ambassadors. They will be strolling the streets of the BID area and visiting you to get to know you, share information with you and most importantly listen to you about what your challenges and needs are to make trading in Horsham even better. Your ambassadors will report back to the Your Horsham Board, to ensure that we are aware of all matters that are important to you. We will use the information they feedback to us to identify opportunities and focus our spend. Our ambassadors will be additional eyes and ears for the town centre and will happily report matters of concern to the right people. Please make them welcome and get to know them, they are here for you and are paid for by your BID levy.

We want to hear from you. Our ambassadors (as well as the Board Directors) are here to share knowledge and listen to you but there are other ways to get your voice heard. Please sign up to our Facebook and Instagram pages (see above). In particular our Facebook group is restricted to BID levy payers only and is a place where you can ask questions, make suggestions and engage in conversation with town centre businesses.



Photo: Visit Horsham

We recently met with a group of business representatives to discuss a strategy for the town centre for Christmas, kindly hosted by Wakefields Jewellers. This was an engaging meeting full of ideas and discussion and we are grateful to the following businesses for their contributions: Between the Lines, Sienna Rocks, Wakefields Jewellers, M Bar, Cote, John Lewis, WolfPack, Swan Walk Management and Horsham District Council. We presented a host of ideas, primarily to get their views on what we could do to support businesses this Christmas. Here are some highlights.

- 1. Dressing Horsham for Christmas, including Christmas lighting** – how important is it and what impact does it have in terms of bringing people to Horsham to spend their time and money here? We need to find better ways to create a transition between the daytime and nighttime economy. We discussed whether the vast investment required for lighting provides sufficient returns considering most customers don't benefit from the lights as most businesses are closed during the dark hours. This led to a discussion about late night opening.
- 2. Extended opening hours on the weekends running up to Christmas** – not quite late night shopping but testing the water! There are a number of challenges to late night opening, staff and running costs being a big one. If we work together now and communicate our plans, we hope that many of you will agree to late night opening a few weekends on the run up to Christmas.
- 3. The potential for a Christmas Market in the Forum** and how we could bring more customers to the town centre and encourage them to explore the whole town in all its glory. We also considered the possibility of locating a few market stalls around the town centre as well as the possibility of a children's funfair in the Bishopric.
- 4. Santa's Grotto** – it goes without saying, Horsham wants one!
- 5. Christmas trails and prize give-aways!** We are thinking Golden Tickets with prizes from businesses within the town centre and also cash prizes provided by the BID.
- 6. A Gift Card scheme** – for town centre businesses only. No cost to you as the BID covers the cost but it means that marketed correctly we could increase your customer spend significantly throughout the year, not just at Christmas (though Christmas is a good time to launch it).



These are our only a flavour for consideration but to get Christmas right we need to plan early.

We are in the very early stages of implementing the BID, there will be much more to come but for now we need to make sure what we do is the right thing for the majority of you and that whatever we do we do it well!

If you want to be involved, get in touch with Rachel and make sure that we have the correct contact information for you so that we can reach you and share information with you.

You will start to see the Your Horsham brand all over the town centre – if you would like to display one of our decals to show your support, get in touch with Rachel and she will make sure to deliver one to you.



Thank you to the following businesses who we are already working with in and around Horsham to make Your Horsham a success.

Introducing

We aim to issue Newsletters every month. So that you get to know us, each month will have a short introduction to one of our Board members. Further information about the Board and the BID is on our website which is currently under construction but for now, please take time to get to know who help make things happen.

Willie Hamilton Horsham Bid Ltd Chair

You just might recognise me as one of the team that welcomes you with coffee or champagne when you visit Wakefields Jewellers, but in real life I also support and help number of businesses in and around Horsham, including in my new role as Chair of “Your Horsham”.



It's been many years in the making, but a BID is now a reality for Horsham and I am delighted to be part of Your Horsham and to be working with a group of like-minded individuals who want to help sustain and improve the business environment in Horsham Town Centre, although I wasn't anticipating that working with the real leader of Your Horsham, Rachel Noel, would require me to have a regular supply of Jelly Babies for her!

As Chair of Horsham BID I will be committed to ensure that the Your Horsham town centre business community are listened to and our agreed business plan is delivered, within a timely and cost-effective basis. We are already undertaking some exciting initiatives and we have many plans taking us into 2025.

Alongside my fellow directors of Your Horsham, I look forward to meeting, listening, and working with everyone within the community, so if you remember my face, or see me wearing my Your Horsham lapel pin badge, please stop me for a chat and let's get to know each other better, to ensure we collectively make Your Horsham, an even better place to work, rest and play.

EVERYMAN

xHeight

silvertip films

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 **Visit Horsham**

Thank you for taking time to read through and discover more about Your Horsham and remember that you can contact us via our website www.yourhorsham.com

