



# Your Newsletter

Issue 4  
Oct/Nov 2024

Read on to find out what's going on, who is doing what and make sure you, your staff and customers don't miss out. Also find out what Your Horsham BID Levy payers have been involved in recently



## HORSHAM PEAKS | Saturday 16th November 2024

In addition to our usual market stalls, some of our BID members along with some very special guests from our refugee community will set up stalls in Market Square.

| The Bear | Love it Again | The Company Hairdressing | John Lewis |  
| Cote Brasserie | Whirligig Toys | Horsham Refugees |

**Spread the word with your family, friends and customers and let's celebrate our fantastic town!**

### Entertainment from:

Ski Sunday; Taygan Paxton, Christs Hospital School, Will Jones and The Starlites



trail designed by [whistlestoparts.org](http://whistlestoparts.org) visit [whistlestoparts.org/jack](http://whistlestoparts.org/jack) to find out more

### RAISING AWARENESS OF THE WHOLE TOWN

Our campaigns are reaching far and wide and we hope that there will be plenty of customers spending with you and coming back for more as we help put Horsham on the map. Make sure you promote what's going on through your own social media routes!

The Bishopric is the starting point for the Festivities when at 4pm Paul Stanworth will open with popular tunes followed by: St Mary's Church Choir lantern parade; the Christmas Tree switch on in Market Square and then the Pantomime singalong at Carfax followed by Trinity Church Players Choir in Piries Place. With roaming entertainment throughout the town and face painting in Swan Walk, there's something for everyone.



### CHRISTMAS LAUNCH PARTY

Friday 22nd November 2024

**£50.00 spend Free Prize draw and Christmas Trail**

Thank you to all the businesses who have donated gifts

Hotel Chocolat, Toy Barnhaus, Pandora, TKMaxx, Sakakini, Bills, Mountain Warehouse, Gobsmaxx Comics, Vinegar Hill, Gym Group, Beauty Secrets, Monte Forte, John Lewis, Between the Lines, White Stuff, Everyman Cinema, Gails Bakery, Waterstones, Chococo, Cote, Horsham Cellar, Whirligig Toys, Major Mind Games, The Company Hairdresser, Sienna Rocks, Wakefields Jewellers and Cafe No4!

What a great way to encourage people to come to Horsham !



Contact Rachel, Director and Manager of Horsham BID  
[rachel@yourhorsham.com](mailto:rachel@yourhorsham.com)  
[www.yourhorsham.com](http://www.yourhorsham.com)

Working together with



## SAFE AND WELCOME

**Our three Ambassadors are now up and running and hopefully you have had the chance to meet one or all of them!**

Last month you met Lucas and this month we'd like to introduce you to Emma and Tim. With a wealth of experience both Emma and Tim bring great knowledge, enthusiasm, vibrancy and humour to the team. Many of you will have met them as they share information with you, talk to you about the upcoming events, training courses and twist your arm to get prizes for our Christmas Trail and £50.00 spend prize draw.



Emma has a background in retail and many of you will know her from her time at Doodie Stark and Café No 4. She is keen to get to know you all and understand what you want and need in Horsham to make it an even better trading environment and great place to work.

Tim wears many hats as a business owner and is also an actor/performer. Tim brings business acumen, a wealth of contacts and a great sense of humour to the Your Horsham team.

Our team is complete for now. Hopefully, you will get to know each of them over time and please take time to share your thoughts and experiences with them. We meet regularly to discuss issues, concerns and ideas which we will then take to our Board for further discussion.

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## CRIME UPDATE

We know that crime and antisocial behaviour continue to be very much top of the agenda for you. We still encourage you to sign up to DISC and keep reporting. Through our interaction with the police and Business Crime Reduction Partnership we will be looking at crime statistics and discussing the actions taken by the police.

BUT if the statistics don't show it, we can't argue your case. So please keep reporting – we know it takes time but the more you are on board with accurate and timely reports, the more evidence there is for the police to support us.



## DESTINATION MARKETING

We are in discussion about our approach to marketing Horsham and putting it on the map and the Board recently met to develop our priorities for the coming years. We are working on our social media presence and are hoping that as we build our profile, our businesses (yes that is you!) will join our social media to follow what's going on and get easy access to information about the BID - join here:

- [www.instagram.com/yourhorsham](https://www.instagram.com/yourhorsham)
- [www.facebook.com/yourhorsham](https://www.facebook.com/yourhorsham)
- [www.facebook.com/groups/yourhorshambid](https://www.facebook.com/groups/yourhorshambid)
- [www.yourhorsham](https://www.yourhorsham)

Miss it, miss out!

Watch out for information about upcoming events and activities as we look to drive engagement and encourage people to join us.



# HIGHLIGHTS

## BUSINESS SUPPORT

This month has been busy. We ran another successful **Emergency First Aid at Work** course, saving our BID levy paying businesses significant amounts of money at a cost of a mere £20.00 per person and enabling them and their staff to achieve their three-year qualification.



### COURSE FEEDBACK

*"I attended the First Aid Course on the 24th of September and would like to say how well-delivered the course was. I believe it'll be popular with the other businesses of Horsham, and I will certainly be recommending it to others."*

**Jack from SDS**

In October we also ran our first ever **Mental Health First Aid** course. This was a huge success and attendees learnt a great deal about how to recognise and address mental health issues, something that might affect you as much at work as at home. The course addresses some really sensitive topics but draws our attention to how important it is to recognise and confront mental health issues. It gives you the tools and techniques to do so. Several of our attendees stated that **"everyone should have to do this course"**. There will be more to come in 2025 – keep an eye on [yourhorsham.com/events](http://yourhorsham.com/events) for future dates and booking opportunities.

## NETWORKING EVENT SUCCESS

Our first ever BID networking event was a huge success, with 25 people, representing businesses throughout the town centre attending a fun speed dating style event. It was a fantastic opportunity to meet colleagues from a range of businesses and identify opportunities for collaboration.

Huge thanks go to:

Alan, Cat and Steve from **The Kitchen Store**, East Street for hosting us in their fabulous show room; Karen Thompson from **Beauty Secrets** for helping to facilitate the event and donating an amazing prize to our raffle of a Spa Day at Beauty Secrets plus Luke and Jen from **The Horsham Cellar** for sponsoring the event with several bottles of prosecco!

The BID businesses were represented by Green People, Hamptons Estates and Lettings, The Bear, The Kitchen Store, Beauty Secrets, Howdens Insurance, Bills Restaurant, Kreston Reeves, At Home Estates and Lettings, Sienna Rocks, Whirligig Toys, Swan Walk and Red River Software and were supported by Your Horsham's BID Ambassador Lucas, who helped serve drinks throughout the evening. Everyone left with a smile on their face, having made new friends and business contacts. Watch this space for more to come in 2025!



**Thanks to M Bar, La Bamba and The Kitchen Store for hosting our BID events for free!**



## VISUAL DISPLAY TALK

**Louise Abbot formerly of Pretty Things delivered an inspiring talk about how to dress your display, office or window.**

- Did you know that when people enter your building they most often look to the right but move to the left?
- You should always walk your office or store first thing before your customers enter and see what they see, get rid of the clutter.
- Think about height, if you put things too low down are people going to see them?
- It doesn't cost the earth to create a great display, sustainable, recyclable & natural are all in in 2025, so comb the beach and the woods for your display items and don't forget our local charity shops.
- Use lighting and create features.
- Regularly move things around, even estate agents can refresh their displays to create new interest.
- Get rid of weeds, chipping paint and dirty windows
- Go WILD and Be WACKY.
- Oh and make sure you get to grips with animal prints - apparently they are hot for 2025!

# NEWS

## PARKING - **HOT** OFF THE PRESS



Over the past several months, we have been actively engaging with HDC to explore ways to reduce the burden of parking charges for you and your customers. We've had in-depth discussions about the current fees, and based on your feedback, we have put forward multiple options. We know this is a complex issue, and it can be challenging to find the right balance, but we are supporting you.

However, we are pleased to share some progress: a 10% discount has been agreed upon for bulk purchases of 50 or more daily tickets, effective from November 1st. To take advantage of this offer, please visit <https://horshamparking.co.uk/#home>

While we recognise that this is a small step, we hope it offers some relief. Rest assured, we will continue to work with the council to seek further ways to support you, and we'll keep you updated on any developments through the Your Horsham website and this newsletter.

## FREE PARKING!!! from 7pm



### Last hour of parking FREE on November 22nd (7-8 pm) at Swan Walk and The Forum car parks

We're also pleased to announce that HDC is offering the last hour of parking free of charge in Swan Walk and the Forum on the evening of November 22nd!

This initiative encourages your customers to stay longer, enjoy the festivities, and hopefully spend more time and money with you.

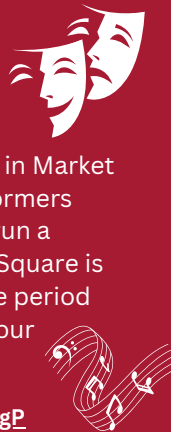
Please spread the word to your customers so they can take advantage of everything Horsham has to offer that night, including the special 'one night only' discounts that will be available in many stores.

## THE STAGE IS YOURS

### Help yourselves!

Take advantage of a free performance stage in Market Square. Do you know any musicians or performers you'd like to showcase? Perhaps you could run a fashion show or demo? The stage in Market Square is available for your use throughout the festive period to help enliven the town whilst promoting your business

Book here: <https://forms.office.com/e/Au10638tgP>



## BID MEMBER BENEFITS



Our recent networking event stimulated some interesting conversation and we have since receive an amazing incentive from Howdens who are offering all BID levy payers FREE excess protection on their insurance.

This is the start of what we hope will be a fantastic benefits scheme for BID Members. If your business is keen to offer discounts to BID members please get in touch with [rachel@yourhorsham.com](mailto:rachel@yourhorsham.com)

**HOWDEN**

### Free Excess Protection for Horsham BID Members

...to help protect against the cost of making a claim where there's an excess\* Worth £38 for car, and van and £32 for home insurance. T&Cs apply\*

\*Excludes excesses for windscreen and subsidence claims.

Call Howden Horsham on 01403 214 800

[howdeninsurance.co.uk/horsham](http://howdeninsurance.co.uk/horsham)

★ Trustpilot Rated "Excellent"



## YOUR VOICE

Enterprising Horsham is the HDC's new economic plan and mantra to help unlock the full potential of the district's communities, economy, and places, to ensure fairer and greener economic prosperity for all. The Economic Prospectus and Business Charter draft documents can be viewed here, as can the details as to how to provide feedback (including an on-line form):

[www.horsham.gov.uk/business/enterprising-horsham/](http://www.horsham.gov.uk/business/enterprising-horsham/)

**Open until the 29th Nov don't miss the chance to have your say!**

### Short video promotions

If you want your chance to promote your business or discount for the 22nd, get in touch and we'll pop in to do a 30 second video promotion to share on our social media pages - or send us your own! Miss it, miss out!



The BID Board currently meet every month to keep track on our priorities and make sure we are delivering to the best of our ability. We are working hard to deliver for you. Early next year we will be issuing a survey to get your views on how you think it's going, what we could do better and what you want to see in the coming years. Please take time to complete the survey when launched, we want to deliver for you.