



Issue 6  
March 2025

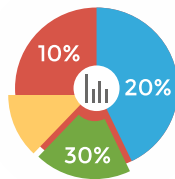
# Your Newsletter

It's a bumper issue as we reach the end of our first year. Check out the outcomes of our annual survey and don't miss some of our important diary dates!

There is a lot to cover this month as we reach the end of our first year of business. This issue provides vital information about things that really do affect your business. It's your last chance to contribute to our annual survey and have a look at the results so far. We will be using this to help guide and inform us in prioritising our activities for 2025 and beyond. Don't miss our piece about waste management in the town, if you have 10 staff or more you are going to be required to have a provision to separate and dispose of your food waste from April 1st this year.

The back page provides you with a list of events. Don't miss our BID get-together on the 13th March at 5 pm in Bills and don't forget to book your Emergency First Aid at Work and Mental Health First Aid Training in April. Keep an eye on our website for updates to the events plan [www.yourhorsham.com](http://www.yourhorsham.com)

## YOUR SURVEY



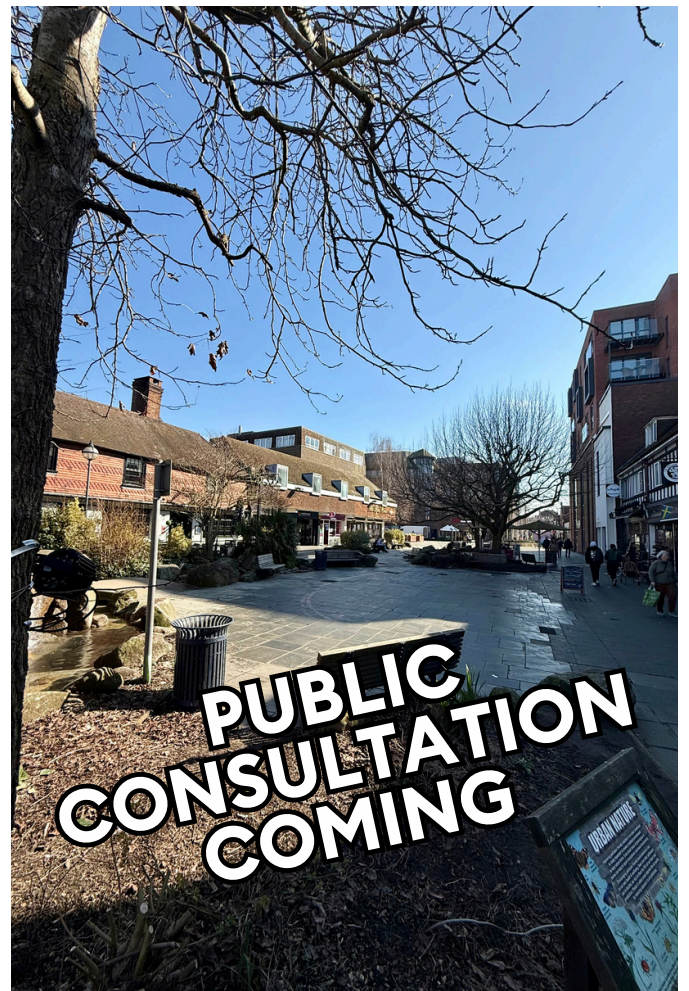
It is important that you have a say on what we've achieved this year, what we could do better and what you would like to see next. We undertook a Your Horsham survey throughout January and February and present our results inside this month's Newsletter.

If you have missed it, you still have the opportunity to provide feedback. The survey is anonymous, so you don't have to leave your details if you don't want to.

We want to hear from you, so click here or scan the QR code to complete the survey.



<https://forms.office.com/e/xnuT555kQX>

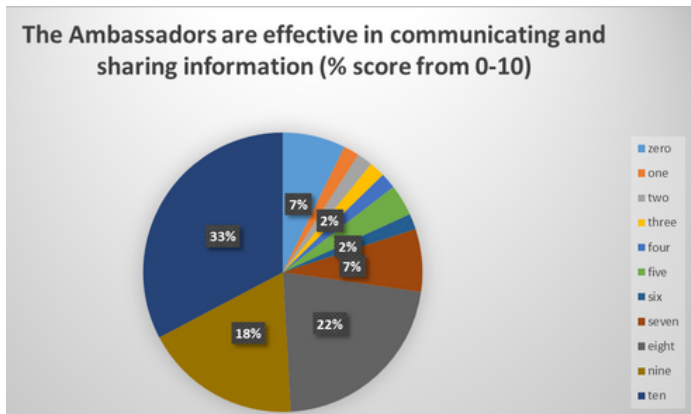


# Business Levy Payer Survey 2024/25 Results

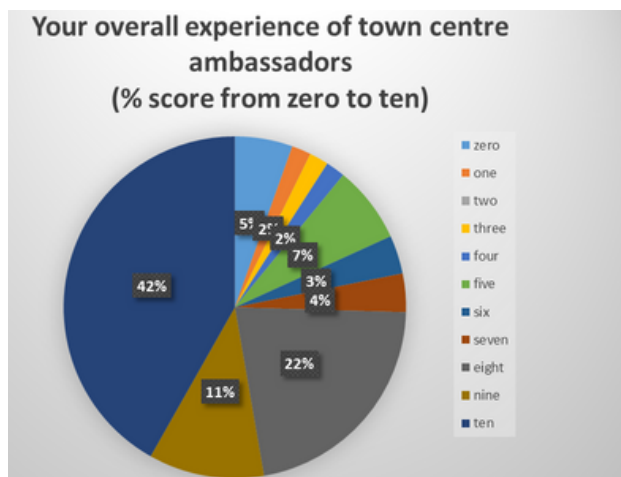
Thank you to all the businesses that took time to complete our first BID Levy Payer survey. We had a great response and want to give you some of the results and feedback we received.

The survey looked at the key elements and deliverables of our business plan (see our website for a copy). Here is what you told us.

**Safe and welcome** *“Good addition to the town”* *“Really proactive, passionate and friendly”*

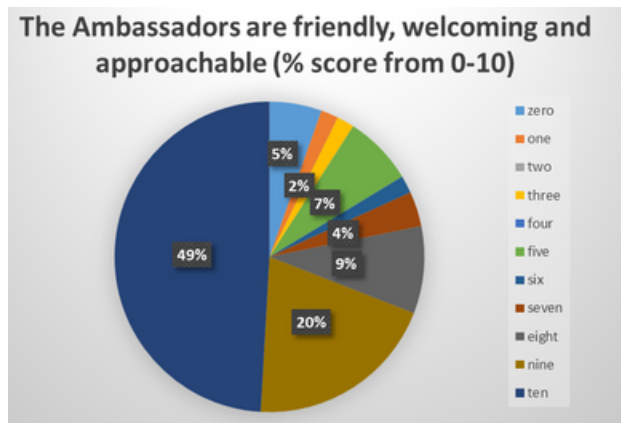


With some room for improvement, we could work on our communications with you and hopefully improve our interactions with the small percentage who were not so impressed with us.



**Most of you are happy with the service provided by our ambassadors**

**Over 50% of you scored 9 or 10 for how friendly and welcoming our ambassadors are!**



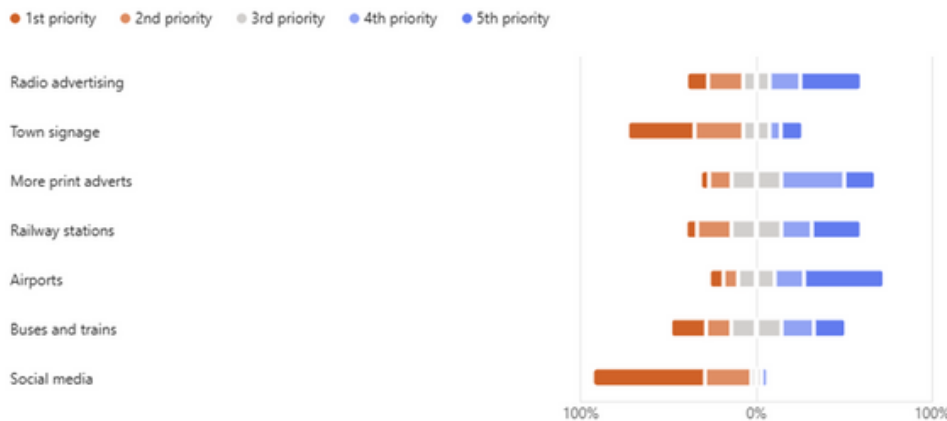
We had lots of positive feedback about our ambassadors but we also heard that some of you had not met or seen them and a few of you felt that there was a need for our ambassadors to be security trained so that they can fill the void the PCSO's leave when they are not around.

**Antisocial behaviour and cycling in pedestrianised areas make you feel most unsafe.**

## What makes you feel unsafe at work?



# Destination Marketing

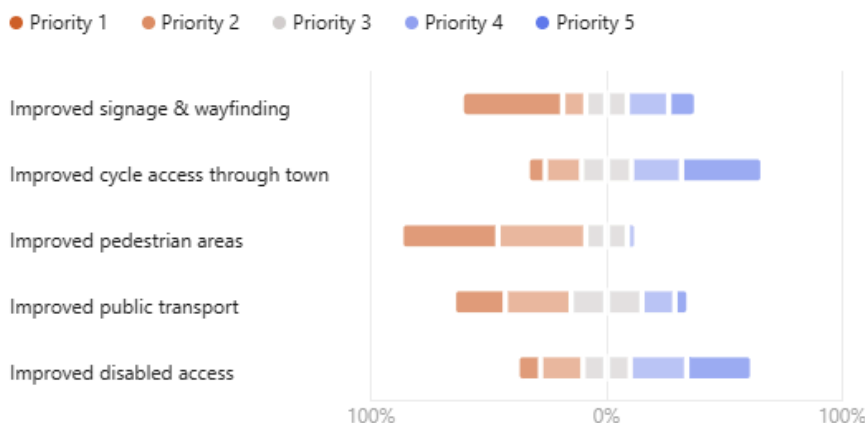


**An overwhelming majority of you said that you'd like to see more social media. Your top priorities were promoting Horsham through social media and town signage.**



We will work on our social media to enhance our existing offer and are working with a number of town centre stakeholders to improve wayfinding and signage throughout the town centre which came in as the second top priority for you.

# Access and Parking



**Improving town centre signage and wayfinding along with improved pedestrian areas were a main priority for respondents. However, improved cycle access through the town was not a priority.**

Parking is a big issues for you all and we received many comments regarding the cost of parking and making it cheaper for workers. This is something that Your Horsham has discussed with the relevant representatives at Horsham District Council throughout the year and whilst we were able to secure a 10% discount off the bulk purchase of day tickets of 50 or more, there was at the time little else to be done. We will continue to engage with HDC on this matter but in the meantime will focus on other feedback which might help our staff and customers in different ways.

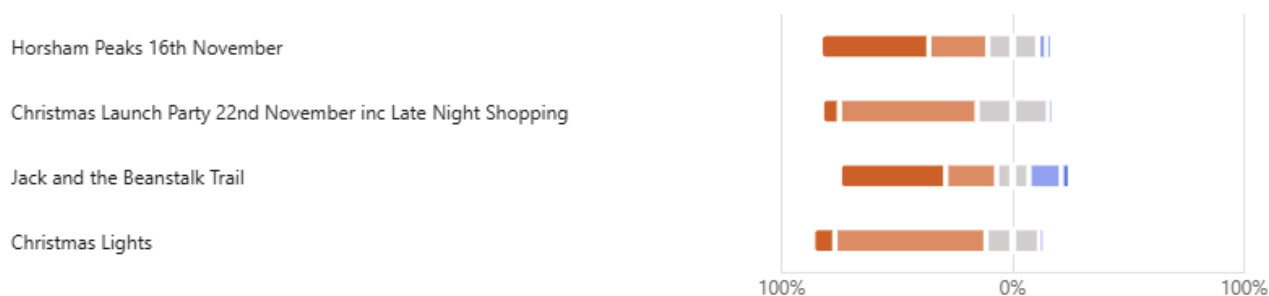
You said look at public transport and address timetabling issues with the park-and-ride.

“Blackhorse Way car park is a problem with the lifts not working, address some of the problems here to make it a better option”

**There was a general theme around town centre cleanliness, addressing homelessness, making the pathways safer to walk on, making sure rubbish is cleared away and that entrance points to the town look inviting.**

# Events and Promotions

● NA was not aware of this ● Excellent (do it again) ● Good (but some improvements required) ● Fair (lots of improvement) ● Poor



We need to work harder to inform you and your teams about what is going on, sadly 47% of respondents didn't know about our Horsham Peaks Event in November and we need to make some improvements to our trails which we use to try and encourage circulation throughout the town centre.

However, 47% of you said that we should do Horsham Peaks again but with improvements and 60% of you said that our Christmas Launch with late night shopping was "Excellent" with an additional 31% saying it was good but needed improvements.

The Christmas Lights which you contributed 70% of the funds towards were a major hit with 65.4% of you saying they were excellent and another 23% of you saying they were good but required some improvements.

- Help us to achieve more
- Support us with your ideas and initiatives
- Share our social media posts
- Volunteer to be on one of our committees

Contact Emma at: [emma@yourhorsham.com](mailto:emma@yourhorsham.com) to ask about joining one of our committees or if you would like to meet with us to discuss Your Horsham in more detail.

## When asked which of the following initiatives you liked you told us...

**A Town Centre website** with business profiles and pictures was the most beneficial for your business with **84.6%** of saying so.

70% of you felt business networking events were beneficial to your business:

60% of you thought that the following initiatives were beneficial to your business:

- Business-to-business discount scheme
- Public events such as Horsham Peaks and the Christmas late-night shopping
- Horsham Welcome Packs

**44.4% of you could see the benefit of a Town Centre Gift Card, just NOT for your business, with 46.3% seeing a direct benefit to their business**

**Surprisingly, your least beneficial initiatives were the subsidised training courses.**



# Your ideas



# Your Horsham's overall score for effectiveness !

We've set the bar high!

4.02  
Average Rating



With year 1 of Your Horsham almost at an end, we are happy with what we have achieved and thank you for your support. Now we need to keep the momentum, learn from your input and see how we fare next year!

## Your rubbish

Did you know that from 31st March you need to separate your food waste and find a means of disposing of it appropriately?



All non-household municipal premises in England with 10 or more full time equivalent employees must make arrangements to have the same set of recyclable waste streams as households, (with the exception of garden waste) collected for recycling or composting, and must present their waste in accordance with the arrangements, by March 31st 2025, with recyclable plastic film to be collected by March 31st 2027.

If you don't have arrangements in place for food waste, you should reach out to your waste provider or ask Horsham District Council Commercial Waste Team by visiting [www.horsham.gov.uk/commercialwaste](http://www.horsham.gov.uk/commercialwaste) or emailing: [commercialwaste@horsham.gov.uk](mailto:commercialwaste@horsham.gov.uk) or call 01403 739391 who will be collecting food waste from throughout the town centre.

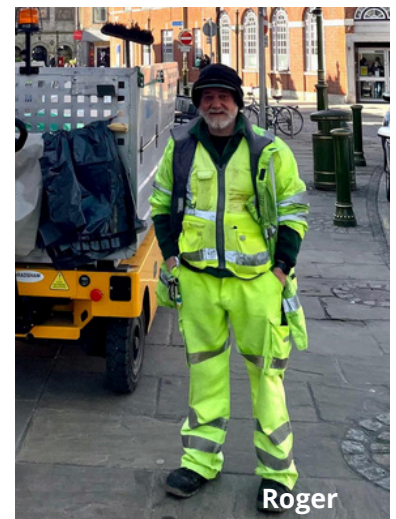
### HORSHAM DISTRICT COUNCIL:

**Town centre rubbish bag collection timings 07:00 AM – 12:30 PM**

### Do you pay for your rubbish to be collected by the HDC waste bag scheme?

Please put your HDC green coloured waste bags out between 7am and 12:30pm. The wonderful Roger spends his day collecting all the bags throughout the town centre but if you leave your bags out after 12:30 they are unlikely to be collected. Please do not leave your waste out after this time. Not only do they look unsightly, they attract vermin which rip the bags open overnight and poor Roger ends up having to clean up the mess early the following morning. If you see Roger and his truck he wont mind you bringing it over to him after 12:30 but please don't assume it will be collected from outside your premises after this time as he covers a large area of the town.

**If you put out waste in black bin bags this is "fly tipping" and is illegal.** Support your town and your fellow businesses by disposing of your waste in the correct manner using the correct pre-paid bags.



# Dates for your Diary

Keep up-to-date on our events and activities by checking our events page on [www.yourhorsham.com](http://www.yourhorsham.com).

In the meantime here are some key dates for your diaries - please share with your staff and customers and don't forget to follow us on social media too! Some of these dates are just reminders to give you the chance to host your own promotions or events.

A full calendar of key dates and events is available from our website.

## MARCH

**13th - Your Horsham BID get-together** 5-7pm at Bills Restaurant Market Square (upstairs).

Your Horsham catch up event hosted by Bill's in Market Square Horsham Thursday 13th March



**17th - St Patricks Day**  
**22nd Earth Hour** at 8:30pm  
**Easter Trail Launch** check out the Horsham District Magazine this month for the Your Horsham Easter Trail map which is included on the inside front cover. Make sure your customers cut it out and join the trail from April 7th to explore a range of businesses throughout Horsham Town Centre and be in with the chance to win some incredible prizes.  
**30th - Mothering Sunday** We'll be encouraging people to celebrate the special people in their lives, whether that be a mother figure or someone else.

### CLOCKS SPRING FORWARD!

Our festoon lights which have been set to stay on to make the town feel safe and welcome will be turned off until November.

## APRIL

**7th - 22nd Your Horsham Easter Trail**  
Encourage your customers, family and friends to explore Your Horsham town centre using our map which is included on the inside front page of March's Horsham District Magazine OR download a copy from [www.yourhorsham.com](http://www.yourhorsham.com)

**14th - Emergency First Aid at Work**  
<https://forms.office.com/e/Ma3wLbkQ20>



**28th - Emergency Mental Health First Aid course:**  
<https://forms.office.com/e/ATAbYAjvZA>



**EVERY SATURDAY** Music throughout town organised by Horsham District Council  
<https://www.horsham.gov.uk/community/events-in-horsham-district>

**27th Crafters Market and Young Traders Market** West Street  
**Scouts Parade**

## MAY

**5th - Bank Holiday Monday**  
**8th - 80th Anniversary of VE Day**  
**10th Broadwood Day of Dance**  
**26th - Bank Holiday Monday**  
**26th to 30th - School Half Term**

## JUNE

**HDC'S FABULOUS FRIDAY LATES!**  
Starting on 6th June and running throughout the summer until the big finale on 29th August.  
**15th - Fathers Day**  
**16th - Sussex Day**

## JULY

**6th - Rotary Sunday Funday and Children's Parade**  
**22nd - End of term for most schools 22nd**

## AUGUST

**31st Last Friday Late**

## SEPTEMBER

**5th to 7th**

**Save the date - news to follow soon!**

## OCTOBER

**27th - 31st Half Term**  
**Halloween Trail**  
**31st Friday Late**

## NOVEMBER

**9th Remembrance Parade**

**10th Armistice Day**

**SAVE THE DATE**

**21st NOVEMBER**



**CHRISTMAS LATE-NIGHT SHOPPING EVENT AND LIGHTS SWITCH ON**