

NEWPORTFIRST

Leadership Matters!!

A huge welcome to Nigel West, of Five-Ways Insurance Services, who has stepped forward to take on the role of Chairman for the town team. Nigel has worked in Newport for a number of years and has extensive business experience complemented by energy, bags of enthusiasm, and a really positive attitude. The director's team are delighted that Nigel will be joining them and look forward to building on the successes of the past 18 months.

Will Your Business Have a Great Christmas?

Yes, Christmas is coming but are you putting into place clear plans to ensure your trading 'goose' will get fat?

At the meeting on 2nd September town team members agreed to introduce a new event that will signal a period of coordinated extended hours opening and hopefully a really prosperous Christmas for all traders and local businesses. **A Newport Christmas Traders Fair is planned from 4.00 to 8.00 pm on Friday 14th November 2014.**

All town centre traders are encouraged to stay open and get involved in an effort to encourage shoppers to come to Newport first where they will find great offers and great service. **St. Nicholas Church** has been invited to open its doors and to participate through music, carols and hymns. The **indoor market** will stay open with a group of traders exploring festive opportunities including music, mulled wine, mince pies, free sweets, and much more. **Outdoors** there will be bands, music and carol singing with further street entertainment currently being explored.

Our aim is to give shoppers a great experience so they will return and hopefully encourage their friends and neighbours to join them.

The **Christmas Traders Fair** will form the first of fortnightly events with Newport Town Council **Christmas Lights Switch-on & St. Nicholas Street Fair** scheduled for Friday 28th November, and a **Dickensian Evening** planned by the Chamber of Commerce for 12th December.

For more information about these events please contact the lead organisation i.e. the town team, the town council, or the Chamber of Commerce.

Contacting the Town Team:-

Mike Atherton, Newport's Town Team Manager

Email: newportshropstownteam@hotmail.co.uk **Tel:** 07581 454882

Website: <http://www.allaboutnewport.co.uk/newport-shropshire/town-team.php>

Face-book: www.facebook.com/newporttownteam

Feeling left Out? Here is a challenge to all of you employed in non-retail businesses in Newport Town Centre - Why not join in the fun and help make 2014 a fantastic Christmas. If you are feeling left out or not sure how you can contribute then here's a challenge - wouldn't it be great if staff from our local banks, building societies, estate agents, and financial sector came together to form an impromptu choir during the Christmas Traders Fair on Friday 14th November - you could collect donations for a chosen charity or local cause. No need to worry about being off-key as there is safety in numbers and we can sort out a band to accompany you!!!

Making Social Media Work for You

Are you interested in learning about how to use social media and ways that it can help market your business more effectively?

Newport's town team working with TCAT has secured funding to run a one evening per week over four weeks beginners course starting very soon. The course content is to include:-

- Overview of face-book / twitter / blogs / you Tube
- How businesses can use social media to promote products & services
- Positive & negative aspects of social media
- How to minimise risks

Spaces are limited so first priority is being offered to town team members. If you or any of your staff are interested please email the town team manager asap - we will provide more detailed information about the course, enrolment, plus when & where it is taking place.

Why are we offering this very practical training?

Social media is widely acknowledged as a powerful marketing and communications tool that many smaller businesses are failing to grasp. This was highlighted in the town team's skills audit of local businesses and from generic feedback provided by retail expert Mark O'Dolan who has been working with about 20 retailers in Newport.

Newport Town Team Gains National Recognition

Back in July the town team manager and one of the directors prepared a submission for the Action for Market Towns 'Towns Alive' Awards. The theme of the bid centred on our low key, incremental but integrated approach to creating digital capability & capacity within town centre businesses is developing. We are rewarded with a 'Highly Recommended' citation which shows we are helping make a real difference for local traders / businesses.

Cafes, Restaurants & Pubs..... Don't Forget???

The national MacMillan Coffee Morning takes place on 26th September - Back in July we encouraged all local cafes, restaurants & pubs to get organised and take part to show that we all care about people enduring there final days or weeks because of cancer. If you are planning to run a fund raising event please let the town team manager know so he can drum up support by emailing over 1,000 Newport households with your details