

NEWPORTFIRST

Season's Greetings from Nigel..... 2015 has seen another exciting year for the 'town team' with publication of our second high street health-check, several marketing & promotional events, preparation of three major funding bids, and a host of business support initiatives from social media to pensions & business rates. The national & local economy appear to be improving evidenced in part by fewer empty town centre business premises than at any time in the past three years. A majority of traders have expressed optimism towards improved turnover and profitability in 2016 and so the outlook is good. On behalf of the 'town team' directors I wish to thank all traders / business for your continuing support.

We send you our Season's Greetings and hope that you have prosperous trading in the New Year. Nigel West, Chairman: Newport {Shrops} Town Team



Successful Christmas Promotional Events.....

Congratulations to Fiona Tansley (Appleby & Shaw) and Hannah Tranter (Cookshop Newport) who organised the three day promotional events at end November aimed at launching in earnest Newport's Christmas 'Shop Local' campaign.

Whilst feedback from individual traders varies from day to day and from trader to trader overall feedback at a recent town team meeting indicated that Thanksgiving Thursday, Black Friday, and Switch-on Saturday had worked well as a concerted promotional event, and is worth repeating next year.

Discussions about the event also revealed that moving the Christmas Lights switch-on from Friday evening to Saturday evening had worked well with a huge turnout for the Civic Parade (see photos above) despite relatively poor weather conditions.

Fiona and Hannah have asked that all traders that participated be thanked for your efforts and for making the overall event a success. They were also delighted to confirm that over £350 had been raised from a raffle and has now been donated to the Newport Cottage Care Centre to help with their fantastic work.

Heritage Lottery Fund Bid for Newport.....

The Town Team Manager, assisted by Katie Foster (advisor) and local public and voluntary sector organisations, has now made a bid to the Heritage Lottery Fund under their 'Our Heritage' programme.

These proposals complement two earlier bids made to Telford & Wrekin Council under their 'Pride in Your High Street' initiative. The HLF bid aims to bring Newport's rich heritage to life, engaging all sectors of our community, attracting more visitors, and helping to evolve Newport's evening / weekend economy.

The bid is made up of a number of discrete but inter-related projects:-

- ❖ Launch event / conference - sharing learning & experience
- ❖ Visualising Newport through digital technologies
- ❖ Newport's 'History Wall' - information story boards
- ❖ Shutter Stories - brightening shop frontages / bringing heritage alive
- ❖ Town Maps - navigational information points
- ❖ Town Heritage Trails
- ❖ Heritage Champions - training & development of volunteers
- ❖ Commemorative Blue Plaques
- ❖ Sign of The Times - additional signage linking heritage features

Initial bid proposals have been accepted by the HLF and a HLF Project Manager has been allocated to help finalise a few details of our bid proposals. An announcement on the success of this bid is anticipated towards end February or early in March 2016.

Next 'town team' Meeting..... The next 'town team' meeting has been moved from the first Tuesday of the month to **Tuesday 19th January 2016** where an informal forward planning workshop event is to be held in the **Waitrose Café** starting at **6.15 pm**. This is an open meeting with all traders / businesses welcome to come along and participate.

High Street Health-check 2015.....

It's that time of year again with the town team manager busily collating information for the annual high street health-check. This involves collecting a wide-range of data so that we can monitor how well our high street is doing compared to previous years, also compared to similar towns. Having carried out comprehensive surveys in 2013 and 2014 we have decided to carry out a partial survey for 2015 (i.e. no trader, shopper or postcode surveys) however we will be looking at all other data sets with a report due in January 2016.

Contacting the Town Team:-

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