

December 2018

Indie Spot of the month!

Mavericks Barber Shop and Hairdressing Salon

Stellar service: how this salon's five-star reviews are bringing in customers from far and wide

The challenge

For his ambitious company to succeed in a town filled with competition, manager Piotr Matysiak knew it had to stand out from the crowd. As much today as ever, word of mouth is a precious commodity for service providers. Mavericks was expanding to a larger single salon that offered both barber and hairdressing services. It was therefore vital that it had a presence on the local map, as well as on social media.

The approach

Combining both a traditional and digital approach to marketing seemed like the way to go. Mavericks set up Google My Business as a platform for satisfied customers to spread the word. Over 700 five-star reviews are testament to the company's commitment to customer service. Easy access to useful information on Google such as opening hours and pricing also encourages browsers to make an appointment, turning their interest into action.

The results

These five-star Google reviews are "100% responsible" for a huge increase in local interest. "We are so busy now! That's 100% down to the fact that we're more visible on Google and our customers saying that we're doing a good job."

— Piotr Matysiak, manager



Guildford Christmas lights switch-on signals the start of the festive season

Thousands of well-wishers took to the streets of Guildford on Thursday 15 November to enjoy the Christmas lights switch-on event. Marking the countdown to Christmas, the annual lights switch-on has become a key calendar date for the town, drawing in visitors from far and wide.

Santa's Elves dashed around encouraging visitors to take an **#ElfieSelfie** and enter the prize draw to win a family ticket to this year's Yvonne Arnaud pantomime, Cinderella. The Experience Guildford stage, produced by Guildford Fringe, entertained the crowds from 4pm outside Holy Trinity Church on the High Street, with performances from The Rock Choir and a range of local artists and musicians.

Following the ever-popular mascots parade, all eyes were on the Guildhall from 6pm where Eagle Radio's Peter Gordon hosted the big switch-on balcony show. Joined by actress and singer Michelle Gayle and the rest of the cast of Cinderella, along with Mayor of Guildford Councillor Mike Parsons they entertained the crowds as they prepared to light up the town.

Once the lights were on, the crowd were then treated to a spectacular fireworks display courtesy of White Lion Walk Shopping Centre and performances by ACM House Band, Latitude at the Experience Guildford Stage until close of the event at 8.30pm.



First Aid Dates

We offer FREE monthly First Aid training for BID members (FAA level 3 Award in Emergency First Aid at Work) and this certificate is valid for 3 years.

Email sasha@experienceguildford.com if you would like to reserve a place on 31 January, 28 February or 21 March! The training is held at our offices in Tunsgate 9am -3.15pm.

Spaces are granted on a first come first served basis.

Our January feature will be

'Top 5' Corporate Caterers for Business Meetings

If you provide any catering for business meetings and would like to be featured in January's Top 5, let us know!

We put together regular online features to promote BID members and support key calendar events and activities.

This is an opportunity to gain exposure for your business via our website and social media.

To request a form or for further information please email olivia@experienceguildford.com

Spaces will be granted on a first come first served basis.

Emergency Phone Number!

07415 299479

This number is manned by our Town Rangers between
8am-5pm Monday to Saturday
10am-4pm Sunday

Please note

The above number is for emergencies only within the town centre, eg. First Aid or anti-social behaviour.

NOT to be used for refuse issues, pigeons or general enquires!

Please use the office number **01483 452163** or call a **Town Ranger direct.**

New Openings for December

- Zucchini – Upper High Street
- Neom – High Street
- Carbon Blush – Upper High Street
- Unplug & Play – Jeffries Passage
- Loake – High Street

Late Night Opening and free parking

Our Experience Guildford free parking scheme has started! After 4pm parking is FREE (on the last 5 Thursdays before Christmas) in the listed car parks below. The dates left to go now are 6, 13 and 20 December).

Participating car parks are – Bedford Road multi storey, Leapale Road, Millbrook, G Live, Bedford Road Surface, Mary Road, Bright Hill, Commercial Road pay and display, Old Police Station, Waitrose and Upper High Street (Eastgate.)

Will you be opening late on the Thursdays running up to Christmas? If you are then drop us a line so we can advertise this for you! Just email sasha@experienceguildford.com.

Dates for the Diary

- 1 – Guildford Mini Record Fair, The Keep
- 1 – Seafarers UK Royal Marine Band Concert, Yvonne Arnaud
- 1 – Small Business Saturday, town wide
- 1 – Electric Theatre Winter Fayre, Electric Theatre
- 1 – Christmas at Guildford Castle, Guildford Castle
- 1 – The Songs of Nick Drake, G Live
- 4 – Farmers' Market, High Street
- 7 December - 6 January – Cinderella, Yvonne Arnaud
- 7 – A History of Christmas, The Guildford Institute
- 7 – Tropicana Nights Xmas Party, G Live
- 9 – Big Joanie, Screech Bats, The Boileroom
- 13 – A Vegan is not just for Christmas! The Guildford Institute
- 13-15 – Christmas Parties, G Live
- 15 – Party time at Komo! Komo
- 14 – A Celebration of Carols & Christmas Music, Holy Trinity
- 18 – Guildford Christmas Farmers' Market, High Street
- 18 – Carols for Clandon, Holy Trinity
- 21 – Nick Wyschna & Friends, The Back Room of The Star
- 26 – Saint Petersburg Classic Ballet: The Nutcracker, G Live

