

Business Crime Reduction Partnership

We at Experience Guildford continue our support to your businesses. We have over the last couple of years developed a town wide Business Crime Reduction Partnership known as the BCRP. Using a secure on line platform called DISC (Database & Intranet for Safer Communities) over 200 businesses are now sharing pictures of persons who steal regularly from your premises or cause Anti-Social Behaviour. Supported by Surrey Police and The Safer Guildford Partnership we aim to reduce crime and anti-social behaviour by exposing those who see it their business to blight our wonderful town.

The DISC platform is also a way we share local issues happening in real time, Alerts are sent out to your business and where appropriate sent to your mobile phone, such as Counterfeit currency being used in the town or pictures of offenders who are thought to be in town committing crime. The DISC platform also includes information and documents from support services such as business Crime Prevention advice, Fire Safety Advice, Counter Terrorism advice and much more. We keep you up to date with the BCRP efforts on issues such as homelessness, begging, street cleansing and any street nuisance.

The BCRPs fully data compliant and is free to use for any business.

So why not join the over 200 current BCRP members in making our town Safer, Cleaner and more Welcoming. To find out more or to join please contact the team on 01483 452 163.

Have a Heart Give Smart

Many of you have become aware of an increase in Begging in Guildford town over recent months. This is a sensitive subject and we at Experience Guildford along with our community safety partners have conducted research into this issue.

Homelessness and begging are two distinctly separate issues and should not be seen as one. Most of Guildford's beggars are not homeless and every homeless or vulnerable person in Guildford is given every opportunity to be housed by local authority and voluntary support services. To this end some decline and rely on begging as there is nearly always underlying social issues. By giving money you will be adding to their personal social issues which is nearly always alcohol or substance addiction. Ultimately you will be doing more harm than good.

We have decided to create an awareness scheme called Have a Heart Give Smart. This campaign encourages those who wish to give, not to give money directly to the beggar but to donate to the two Guildford groups who help beggars directly with professional and pastoral care. If you wish to give to a beggar, give food or clothing. Giving money will only give them the opportunity to continue addiction and ultimately hurt them further.

Keep a look out for our poster campaign and please spread the message.

Experience Guildford cares for all of our town community.

Experience Guildford Team on Tour!

The Experience Guildford team had a stand at the Picnic at the Castle Grounds on the first Saturday of June. This was a fantastic free community event which provided us with a great opportunity to talk to attendees about upcoming town centre events and to give away some of our lovely tote bags and purse bells!



Our Town Rangers also attended and were on hand to assist at the annual Junior Citizen event, hosted by Guildford Borough Council and Surrey Fire and Rescue Service. Junior Citizen is an innovative and interactive way of delivering personal safety education messages to year 6 students who are due to start secondary schools across Surrey. The programme brings the PSHE curriculum to life by encouraging 'model behaviour and active good citizenship through participation in a range of risk related scenarios.

If you would like to explore the opportunity of Experience Guildford attending your event, please email olivia@experienceguildford.com.

Offers & Discounts – Student Discount

Does your business offer student discount? We are trying to create a comprehensive list of town centre businesses that have student offers ahead of the new academic year. We will then promote these offers across Social Media throughout September and October. To be featured, please email details of the offer to olivia@experienceguildford.com

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B BUSINESS
C CRIME
R REDUCTION
P PARTNERSHIP

Did you know??

- We have an ever growing Social Media network with 5,741 followers on Twitter, 3,069 Facebook likes and 1,224 followers on Instagram. Let us know if there is anything that you would like us to share or promote on your behalf!
- The Official Guildford App has reached over 3,500 downloads

since being launched last September. If you would like to display app marketing material in your shop or venue just ask!

- Guildford is one of more than 65 towns and cities across the UK and Ireland who proudly fly the Purple Flag and is currently the only town in Surrey to have gained such

accreditation. Get in touch if you would like to find out more about the scheme!

- In the 2016/17 academic year, there were over 15,000 students at the University of Surrey. That's over 15,000 potential customers! Speak to us about possible ways to target this audience!

Dates for the Diary

- 1st July – 31st July – Guildford Fringe Festival – Town Wide

- 1st July – Guildford Lion's Raft Race – Millmead

- 4th July – 31st July – Independent Retailers Month

- 4th July – Farmers' Market – High Street

- 5th July – Guildford Town Centre Cycle Races – High Street

- 5th – 20th July – Yvonne Arnaud Art 2017 – Mill Studio

- 5th – 16th July – Outdoor Screenings – The Village – Commercial Road

- 12th – 22nd July – Women's Lacrosse World Cup – Surrey Sports Park

- 14th July – Experience Guildford Customer Service Awards Voting opens!

- 14th – 29th July – Guildford Shakespeare Company - Two Gentlemen of Verona – University of Law Gardens

- 22nd July - Emergency Services Community Safety Day – High Street & Guildhall

- 22nd – 23rd July – Cheese & Chilli Festival – Shalford Park

- 26th – 30th July – Micro Motorshow – The Village – Commercial Road



- 1st August – Farmers' Market – High Street

- 2nd – 6th August – Food & Drink Event – The Village

- 6th August – Inspired by Alice Day – Castle Grounds

- 18th – 20th August – Guildford on Sea Urban Beach – Electric Theatre

- 27th August – The Star Inn – Community Festival – Allen House Grounds

Privilege Card

The Experience Guildford Privilege Card is an exclusive discount card available to you to use. Over 50 businesses take part with special promotions and offers. Current Privilege Card offers include:



- 10% off at Silverado
- ½ price Bubble Tea at Bubble Ci.Tea
- 25% off at Philip Hussey

If your business has an offer that you would like to be included, please contact olivia@experienceguildford.com with details of the promotion.

Psssstt....all Privilege Card offers also pull through to the Digital Privilege Card on The Official Guildford App!

New Openings

- Sofa.com – Upper High Street
- Lottie Loves – Castle Street
- The Village – Commercial Road



Coming Soon

- Neptune – High Street
- Hummingbird Bakery – Upper High Street
- Beaverbrooks – The Friary Guildford
- Escape Rooms – Jeffries Passage

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Newsletter



July/August 2017



www.experienceguildford.com

Draft Business Plan Feedback & Election Timeline

We want to say a big thank you to all the businesses who took the time to read through our Draft Business Plan and complete the feedback forms. This feedback will be key to shaping our final business plan. We aim to have the final business plan completed and in circulation by the end of August.

The dates for the ballot are:

- 4th October – 2nd November

More information about the voting process will be provided closer to the time.

Guildford Businesses unite to tackle Terrorism

Over 350 stakeholders from Guildford have now attended our Counter Terrorism workshops. Hosted by Experience Guildford and The Safer Guildford Partnership and delivered by The South East Counter Terrorism unit managers and staff from across the business community have received project ARGUS and Project Griffin training.

These Counter Terrorism courses have given the businesses the opportunity to protect themselves and the public by learning how to plan, prepare and prevent the threat of attacks as seen elsewhere in the Country and abroad.

Experience Guildford would like to thank all those who have attended these workshops and taken the opportunity to address the threat of Terrorism in our community. If you require further advice please contact Experience Guildford anytime.



Congratulations to Guildford Borough Council on the launch of The Village Guildford!

Last month saw the launch of The Village, a unique town centre event destination that is situated between Commercial Road and Woodbridge Road.

Following the success of the launch weekend, The Village has an exciting line up of events for the Summer season and beyond, including outdoor sports and film screenings, a micro motor show and more.

Keep up to date by following them on Facebook and Twitter @VillageGford.



Food & Drink

Event Opportunity

If you have a new menu you would like to trial or a summer cocktail to wow the village with let us know! Spaces are 3m by 3m and you will need to supply your own gazebo along with cooking equipment if required. Key trade is from 12-6pm with the doors opening for set up at 8am each day.

If you are interested or have any further questions please contact charlotte@experienceguildford.com.

The Village are offering all restaurants, cafes, bars (or retailers selling food) in town the opportunity to apply for a free space from 2nd – 6th August 2017. The offering includes free external space on the upper event area, Wi-Fi and power and the opportunity to sell or sample on these days.

Inspired by Alice Family Fun Day

The Inspired by Alice family fun day will be taking place at the Castle Grounds on the 6th August 2017.

Bring along a picnic or enjoy the Mad Hatters Tea Party style refreshments on offer, as you take in the fantastic selection of musical and theatrical performances and take some time to explore the Castle Grounds.

There will be activities for all ages, from Alice themed arts & crafts to face painting, fancy dress and more.

We are supporting this event to allow FREE entry in to the Castle on this day.



Independents' Month 2017

Guildford's Independents' Month returns this July, with the whole town getting behind and celebrating Guildford's eclectic mix of independent stores and businesses. With over 130 shops in the town centre we believe there is plenty to celebrate!

To support Guildford's independents throughout the month of July we will be delivering:

- Fresh, distinctive Independents' month branding
- Branded window stickers
- Branded shopping bags
- Social Media marketing activity
- Updated directory listings on our website to highlight independent businesses to customers



Join in the celebration and share posts about your favourite independent retailers @ExperienceGford using #Gfordindie. Project Lead Charlotte@experienceguildford.com.

2017 Customer Service Awards

Experience Guildford Customer Service Awards return to champion and reward those businesses that consistently go the extra mile when it comes to how they serve their customers. Now in its fifth year, the customer service awards provide town centre businesses with the opportunity to showcase their exemplary customer service!

Voting for the awards launches on the 14th July and runs until the 29th August.

How do we get involved?

Encourage your customers to vote for you by text or online. Last year the shortlists in some categories were within two or three votes, so every vote counts!

Text CSA + the business you are voting for to 88802



For your information:

- Text votes sent before 14th of July will NOT be counted.
- Customers are only able to vote once for any one business. Multiple votes from the same mobile number will be discounted.
- The website link for online voting will be circulated ahead of the launch date
- All BID member businesses will be automatically entered unless they put in a request to be excluded

What do we get out of it?

- A chance to gain measurable customer feedback
- The opportunity to attend a glittering awards ceremony at the Yvonne Arnaud on 2nd October 2017
- Press and social media promotion throughout the voting and shortlisting period
- For the category winners: a winner's piece in the Surrey Advertiser and a coveted Customer Service Awards trophy!

All BID member businesses are invited to attend the awards ceremony, irrespective of the outcome! If you would like to come along for a fun filled, celebratory evening, email charlotte@experienceguildford.com to book your tickets in advance.

Next steps?

Our Town Rangers will shortly be distributing full information packs along with text voting cards and A4 posters, to be used to promote the initiative to your customers!

Project Lead Charlotte@experienceguildford.com.

We have a zero tolerance attitude to vandalism!



In areas of town where there may not be a landlord or tenant in place to make maintenance repairs, we will endeavour to assist in any way we can, as part of our commitment to keeping Guildford safe, clean and welcoming.

Thanks to Nick from L M Handyman for helping us cover up the recent graffiti in Market Street and Tunsgate.



Guildford-on-Sea

Enjoy all the fun of the seaside again this August as Guildford transforms the banks of the River Wey into Guildford-on-Sea, a pleasure beach for all the family slap bang in the centre of town.

Located next to The Electric Theatre, Onslow Street, Guildford's urban beach is free to enter and will be open daily from 10am – 6pm, 18 to 20 August 2017. Complete with bucketfuls of sand, deck chairs, balloons, Punch & Judy shows, free face painting and candyfloss, it's the ideal place to have fun with the kids after a busy day at the shops.

Guildford-on-Sea promises to make waves throughout the town so if you are travelling into Guildford download The Official Guildford App for a fast and easy way to find a vacant parking space.

A great day out for all the family, young and old, Guildford-on-Sea has become one of Surrey's favourite summer hot spots!

Beach bag advertising

We will be giving away our branded tote bags to visitors at Guildford-on-Sea and would be happy for BID members to have marketing collateral included in the bags. If you have any flyers or vouchers that you would like us to include, please make sure they are delivered to our offices by Monday 14th August:

Stevenson House
16a Tunsgate
Guildford
Surrey
GU1 3QT

Email Charlotte@experienceguildford.com for more information.

Flip-floppin' good fun, urban beach scavenger hunt

In the week leading up to Guildford-on-Sea we will be running a town wide scavenger hunt. We will be hiding a number of FLIP FLOPS in town centre businesses. Once found, these can then be exchanged for a prize at the Experience Guildford gazebo at Guildford-on-Sea! If you would like to take part in this activity please email olivia@experienceguildford.com.

Emergency Services Community Safety Day



Experience Guildford Business Crime Reduction Partnership along with Surrey Fire and Rescue, Surrey Police, Surrey Retired Ambulance Association, Surrey Search & Rescue and Banham Security are joining forces on Saturday 22 July for an all-day celebration of the regions emergency services.

Taking place at the Guildhall, Guildford High Street, Guildford's Emergency Services Community Safety Day will run from 11am to 4pm, and will bring together all your 999 heroes, and the iconic vehicles that each service is renowned for.

All of the vehicles will be open for visitors to climb on-board, with staff on hand to answer questions and give a first-hand insight into what it's like to be behind the wheel of one of the County's busy emergency vehicles.

Walkfest

Now in its eleventh year, this popular public event offers people of all ages and abilities the opportunity to join guided walks in and around the beautiful town and stunning countryside surrounding the ancient town of Guildford. This year's festival runs for the whole of September 2017.

The Walkfest programme has been carefully created to suit everyone from experienced ramblers, first timers, families, town centre workers and people looking to get back in to walking.

If you would like to sign up to be a start or end point for a walk or are open to devising an exclusive offer for those taking part in Walkfest walks, please e-mail Pete@experienceguildford.com for more information about how your business can get involved

