

### January 2019

## Happy New Year from all at Team EG!

### Indie Spot of the month!

#### Delicious Dishes

#### Vegetarian tradition lives on with Delicious Dishes at the Guildford Institute

The new year brings new beginnings at The Guildford Institute. We are pleased to announce that our new (interim) catering service will be provided by Surrey-based company Delicious Dishes. Headed up by Jackie Mazur, Delicious Dishes provide a friendly catering service using high quality, fresh ingredients.

Delicious Dishes at the Guildford Institute will become fully operational on Thursday 10 January. Tea, coffee and homemade cake will be available from 10.45am-3pm and a range of vegetarian lunch options will be served between 12pm-2pm (Monday-Friday). Nick, Julie and Pippa from the Delicious Dishes team look forward to meeting you in the GI soon!



### Surrey Refreshers Fair - Friday 8th February

**We have booked a stand at the Refreshers Fair at Surrey University next month so if you have any marketing collateral you would like us to display or give out for you at the event then please ensure we have received it by Wednesday 6th February!**

Thousands of students attend this so it's a GREAT opportunity to get your student offers out there through us...you don't even need to be there!

If you have any questions please email [sasha@experienceguildford.com](mailto:sasha@experienceguildford.com)



### YMCA Sleep Easy is returning to Guildford!

**YMCA Sleep Easy is a mass sponsored sleep out where we ask people to spend a night sleeping out to increase awareness about youth homelessness and raise vital funds to support the work of the YMCA helping to combat it. The event in Guildford is taking place on Friday 22 March 2019.**



Youth homelessness is on the rise in the UK, with 55% of homelessness agencies recording an increase in demand for their services over the past year. Young people are often homeless because their family life has become difficult or unsafe, or they have had a relationship breakdown with family or partners. Many go on to become the 'hidden homeless', those sleeping on sofas, floors, public transport or with strangers. As well as the physical toll this can take, being homeless can exacerbate mental health conditions, and impact a young person's ability to stay in education, training or employment.

Last year over £62,000 was raised across YMCA DownsLink Group's areas, with 171 people taking part. Funds raised in each location are used to support the work of local YMCA's and to make a difference to the lives of children, young people and families that we work with.

#### How you can get involved

- Participate by entering a team/s into the organised sleep out in Guildford on March 22 2019 – register at [ymcadlg.org/sleep-easy-2019](http://ymcadlg.org/sleep-easy-2019)
- Sponsor the YMCA Sleep Easy Guildford event or donate here - associate your organisation with a well-known and respected brand and enhance your reputation in the local community
- Hold your own sleep out e.g. make it into a networking event with current and prospective clients

## Business Growth Hub



**Guildford Business Growth is a fully funded, no cost dedicated business advice service available to all businesses in the borough, no matter how small or large, whether existing or start up. The service is delivered by the Enterprise M3 Growth Hub and BE Group on behalf of Guildford Borough Council and includes web chat, telephone advice with business advisers, face-to-face one hour clinics with a business specialists and workshops dedicated to helping your business grow.**

Areas of support will be bespoke to your challenges and opportunities across the start up and scaling up business journey, including finance, export, business planning, sales and marketing.

Their confidential and bespoke clinics are facilitated by experts in their fields, who are both experienced and 'plugged in' to the local business landscape.

Their specialist knowledge can help you with any issues you may be encountering, areas you might want to grow your own knowledge, or simply for advice on whatever subject you may require.

The next clinic will be taking place on 27th February at the Experience Guildford offices. For more information or to book your space, please email [guildfordbizgrowth@be-group.co.uk](mailto:guildfordbizgrowth@be-group.co.uk).

## Black Friday in Guildford

**Following on from figures released by Springboard and the British Retail Consortium on 10th December 2018 relating to declines in November's UK high street footfall, we're delighted to announce that Guildford is yet again exception to the rule.**

Close to 4 million shoppers and visitors came to our town during November as preparations for Christmas hotted up. This bucks the national trend of month-on-month footfall decline seen across the UK, with Guildford posting a 13% growth compared to the previous month. Whilst our year-on-year figures were marginally down (2% compared to 2017), when compared to an average decline of 4.8% across the South East, Guildford's town centre continues to demonstrate a robust performance.

The town also benefited from a strong Black Friday (23 Nov) performance, with a 6% uplift in footfall compared to the previous year against a 4% decline seen nationally across UK high streets.

Figures such as these further establish the appeal of Guildford as a key retail and leisure destination, demonstrating the draw of the high street over online commerce when it comes to showcasing an attractive and unique mix businesses



## Privilege Card

**Would you like your business to be part of an exclusive town centre discount scheme? Submit an offer for the EG Privilege Card!**

We have over 6000 registered users and 900 monthly e-newsletter subscribers.

Email [sasha@experienceguildford.com](mailto:sasha@experienceguildford.com) for more information and to request a form.



## New Openings

- **Delicious Dishes at Guildford Institute – Ward Street**
- **Growlers and Cans – Chertsey Street (Coming Soon)**

## February 'Top 5' Feature

### – Top Half Term Activities

**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.**

For February we are looking to write a piece about half-term activities taking place in Guildford town centre.

If you would like to be featured please email [olivia@experienceguildford.com](mailto:olivia@experienceguildford.com) by Friday 8th February.

## Dates for the Diary

- **18th January** – Aesthetics Collective Launch – Margaret Dabbs
- **25th January** – Gaghouse Comedy Superstars - G Live
- **25th January** – Guildford Lunch Hour Walk - Millmead
- **26th January** – Guildford Record Fair – The Guildhall
- **28th January** – 3rd February – Independent Venue Week –

- **The Boileroom**
- **28th January** – Guildford, The War Years – The Keep
- **3rd February** – The Guildford Wedding Showcase – The Mandolay
- **3rd February** – 24th February – Guildford Shakespeare Company present Measure for Measure – Holy Trinity Church

