

Purple Flag

Did you know Guildford is the only town in Surrey, and one of only 70 towns and cities across the UK, to be awarded Purple Flag status?

The Purple Flag standard, launched in 2012, is an accreditation process similar to the Green Flag award for parks and the Blue Flag for beaches. It aims to raise standards and broaden the appeal of town and city centres between the hours of 5pm and 5am.

Areas awarded the Purple Flag are recognised for having a vibrant and diverse mix of dining, entertainment and culture, while promoting the safety and well-being of visitors and residents.

We want to spread the message that a night out in Guildford is safe, clean and varied to your customers, residents of Guildford and visitors to your area!

As part of our communications strategy we are trying to build a catalogue of purple images that can be used on Social Media to shout about our Purple Flag accreditation. If you have something purple (a cocktail, decorative feature, flowers, lighting etc) in your venue that would photograph well, just shout and we can come and get a snap!



Guildford In Bloom

Once again, we are teaming up with Guildford In Bloom to offer town centre businesses hanging baskets to be delivered to you in June. We are buying 40 in total and given on a first come first served basis so if you would like to reserve one please email sasha@experienceguildford.com.



Businesses must be able to supply and fit their own brackets to hold the baskets. This excludes streets already provided for by Guildford Borough Council.

Dates for the Diary



- **3-6 April** – White Rabbit Easter Trail – town wide
- **3 April** – Farmers' Market
- **14 April** – JigsawJam presents RAINBOW CAT + special guests, The Boileroom
- **16 April** – The Kite Runner, Yvonne Arnaud
- **18 April** – Charity Yogathon, Red Hot Yoga
- **19 April** – An Evening with Roger Black MBE, The County Club
- **24 April** – Electric Theatre Jazz Café, Art Theman
- **26 April** – Web Expo Guildford, The Harbour Hotel
- **28 April** – Guildford Record Fair, The Guildhall

New Openings in Guildford Town Centre

- Aston Matthews
- Nespresso
- The Ivy Castle View

Coming Soon

- Neville Johnson
- Pho



Hello Easter



April 2018

Our Thursday e-newsletter...

would you like to receive it too?!

It's full of informative town centre news and events and also gives you the Town Ranger's contact details and when they will be working should you need them for anything. Along with the previous week's footfall figures what more could you ask for in a weekly newsletter!

If you are not receiving these please make sure we have your correct email address by letting sasha@experienceguildford.com know!

Help us make Guildford a Dementia Friendly Town

With your help, we're looking to make Guildford a Dementia Friendly Town and are hoping to introduce a number of workshops and information groups to help us all understand how we can do our bit.

As a town centre business, you and your employees are the face of Guildford, and by working together we can ensure that all factions of our society feel welcome and safe when they visit us. From simple acts of understanding and increased patience to providing a safe haven that dementia sufferers can feel relaxed and comfortable in, there are so many ways that we can all work together to help support our elderly population.

The Alzheimer's Society has currently designated 220 communities in England and Wales as dementia-friendly, and we'd be delighted to have Guildford added to this list.

If you'd like to get involved and hear more about the activities and initiatives that we have planned to gain Dementia-Friendly status, please email sasha@experienceguildford.com



FREE Health & Safety and First Aid Training!



Sign up now if you or your staff would like to attend either or both of our FREE training sessions here at our offices in Tunsgate.

You will receive a fully accredited certificate once passed at the end of the day of that session.

To find out the next dates and to reserve your place please email sasha@experienceguildford.com.

Places allocated on a first come first served basis.

Would you like to be included in our new monthly 'Top 5' feature?

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.

Our May feature will be 'Top 5' Places in Guildford to get wedding ready!

Please email olivia@experienceguildford.com if you'd like a form to submit your event/activity or for further information!

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

DON'T MISS OUT!

Indie Spot of the month!

INTRODUCING TRUE LEGEND
– Milkhouse Gate, Guildford

True Legend is a newly launched company offering a range of treatments from permanent laser hair removal, skin rejuvenation, acne clearance, skin pigmentation, thread vein removal, wrinkle reduction, laser tattoo removal plus bespoke tattooing.

Our AW3 Laser Machine is the latest technology and has an inbuilt crystal freeze diode laser for superfast hair removal and cooling to give you a pain free treatment by cauterising the follicle at the base preventing further hair growth. Our laser removes all hair colours grey, blonde, red and dark hair and we can work on all skin tones from light to dark.

Super IPL skin rejuvenation works by boosting the natural collagen in the skin improving the complexion, tightens pores and smooths out skin texture, this is an excellent treatment to reverse the signs of ageing.

Tattoo removal is using the ND YAG Q Switch which produces 2 wavelengths, one in the infrared range 1064nm which works on dark tattoos and a second beam 532 wavelength which is used on coloured tattoos. They both shatter the ink pigment into small particles which then naturally passes through the body and causes no scarring.

To book a free patch test call our studio on 01483 560900 or visit www.true-legend.co.uk



Best Bar None

Assessments are under way and we are looking forward to the awards night in June!

