

experienceguildford™

Newsletter

November 2018

Indie Spot of the month!

The Frame Centre

"After over 30 years in Milkhouse Gate, near Sainsbury's and the Castle Car park we are pleased to have expanded our store. As well as a full bespoke framing service we have now doubled our offering of limited edition and original artwork as well as bronze sculptures and glassware and readymade frames.

You will find limited edition pieces by favourite artists such as Sam Toft, Quentin Blake and Yvonne Coomber alongside stunning artwork by Annie Drew and Kathryn Callaghan. Also some fun quirky pieces making ideal Christmas presents or just a treat for yourself.

Our experienced team are also on hand to help you with all your framing needs whether it's the latest school photo, that favourite football shirt or an unusual piece of memorabilia. Anything can be put into a frame!"



Do you receive our
weekly e-newsletter
every Thursday?

It's full of informative town centre news and events along with the Town Ranger's contact details and who's on duty when so you know who to contact should you need them for anything.

If it's footfall you're interested in, then that's in there too!

If you aren't receiving the e-newsletter please make sure we have your correct email address by letting sasha@experienceguildford.com know!

Greener Guildford

REFILL...

Individual action, GLOBAL IMPACT 26,708 bottles saved so far!

Find water on the go and put your tap on the map! Join over 12,000 businesses keeping Britain hydrated and free of plastic pollution.

If you would like to join the [#refillrevolution](https://www.instagram.com/refillrevolution), email treacle@experienceguildford.com and she pop you on the app and walk down with a window sticker for you!

Download the Refill app to see which [#GreenerGuildford](https://www.instagram.com/greenerguildford) businesses [#refill!](https://www.instagram.com/refill)

This is the sort of initiative that helps build a [#greenerguildford](https://www.instagram.com/greenerguildford).



Blitz Day

On Thursday 4th October Experience Guildford held a Blitz Day in the town which is a joint operation between loss prevention officers from several retailers, Surrey Police and Guildford Town Rangers. The objective to observe and deter known and potential shoplifters that are active in the town centre. Two groups went out into town for the day and we had some positive results. Two individuals were stopped and banned from stores and put up onto the Business Crime Reduction Partnership (BCRP) whilst several others were deterred from lifting stock from other areas. We also foiled a group that were out and about targeting venues in the town for a possible weekend heist. This was also put up as an alert on the DISC System.

One of the things we did realise is that several of our town nominal's now work as a big, organised group within the town centre.

We shall keep this monitored and prepare for our next Blitz Day.

If you or your loss prevention team would like to take part in this, please either call Pete Lambert on **07711 408142** or email him at pete@experienceguildford.com to let him know and he will forward you the next available date.



www.experienceguildford.com

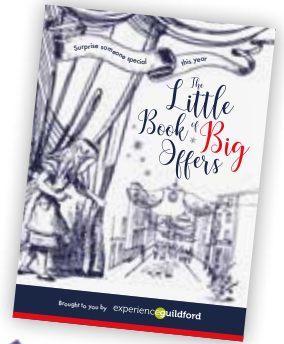
Christmas Lights Switch On AND the launch of The Little Books of Offers!

Join us on Thursday 15 November to kick off the festive fun!

Mark the arrival of the festive season in Guildford town centre by joining us for the turning on of the Christmas lights, the launch of late night shopping AND the launch of Experience Guildford's Little Book of Offers!

Live entertainment throughout the afternoon, reindeer in the rotunda and this year... Unicorns too! Special guest appearances to name but a few activities going on so why not head into the town centre and join us for the day. If you can't make the day the Balcony Show starts at 6pm and the lights are being switched on at 7pm.

We've bought new lights for the Upper High Street and can't wait to see them illuminated!



Sasha and Liv have signed up to take part in the Sponsored Cathedral Tower Climb as part of the Street Angels 10th anniversary fundraising campaign.

We will be waving the EG flag as we traipse up and down the 249 steps as many times as possible and would love your support! If you'd like to sponsor us visit here: uk.virginmoneygiving.com/Team/TeamEG

Purple Tuesday

13 November - What's it all about?



The UK's accessible shopping day

Nearly one in every five people in the UK has a disability or impairment, and over half of households have a connection to someone with a disability. Their collective spending power – the Purple Pound – is worth £249 billion to the UK economy.

The aim of Purple Tuesday is to make customer-facing businesses more aware of these opportunities and challenges and inspire them to make changes to improve the disabled customer experience over the long term. Purple Tuesday is the UK's FIRST accessible shopping day. For further information go to www.purpletuesday.org.uk

Late Night Opening and free parking

From 15 November late night shopping starts and also our Experience Guildford free parking scheme. After 4pm parking is FREE (on the last 5 Thursdays before Christmas) in the listed car parks below. The dates are 22 and 29 November, 6, 13, 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.

New Openings

- Neom – High Street
- Peak Performance – High Street
- Unplug & Play – Jeffries Passage

Small Business Saturday 1 December!!

If you are an independent business and would like to run an activity or offer this day that you would like to help us promote please email olivia@experienceguildford.com! You can also download a marketing pack from here – www.smallbusinesssaturdayuk.com

Dates for the Diary

- 1 – Guildford Soup, The Boileroom
- 3 – Community Safety Day, Holy Trinity
- 3 – Guildford Lions Fireworks and Torchlight Procession, High Street & Stoke Park
- 6 – Farmers' Market, High Street
- 8 – Hotel Chocolat Chocolate Lock-In, Dairy Free Delights
- 9 – Ministry of Sound – Club Classics, G Live
- 11 – Remembrance Sunday
- 12 – Bask in Radiant Daze, The Boileroom
- 15 – Christmas lights switch on and start of late night shopping, town centre
- 15 – Launch of the Little Book of Offers
- 22 – Start of Experience Guildford's FREE parking after 4pm every Thursday before Christmas
- 22 – Silent Pool Gin Talk & Tasting, The Guildford Institute
- 23 – William The Conqueror, The Star
- 23 – Black Friday, town wide (#BlackFridayGford)
- 25 – Guildford Record Fair, The Guildhall
- 29 – The Nutcracker, Yvonne Arnaud

